



MAUI

DESTINATION MANAGEMENT
ACTION PLAN 2026 - 2028

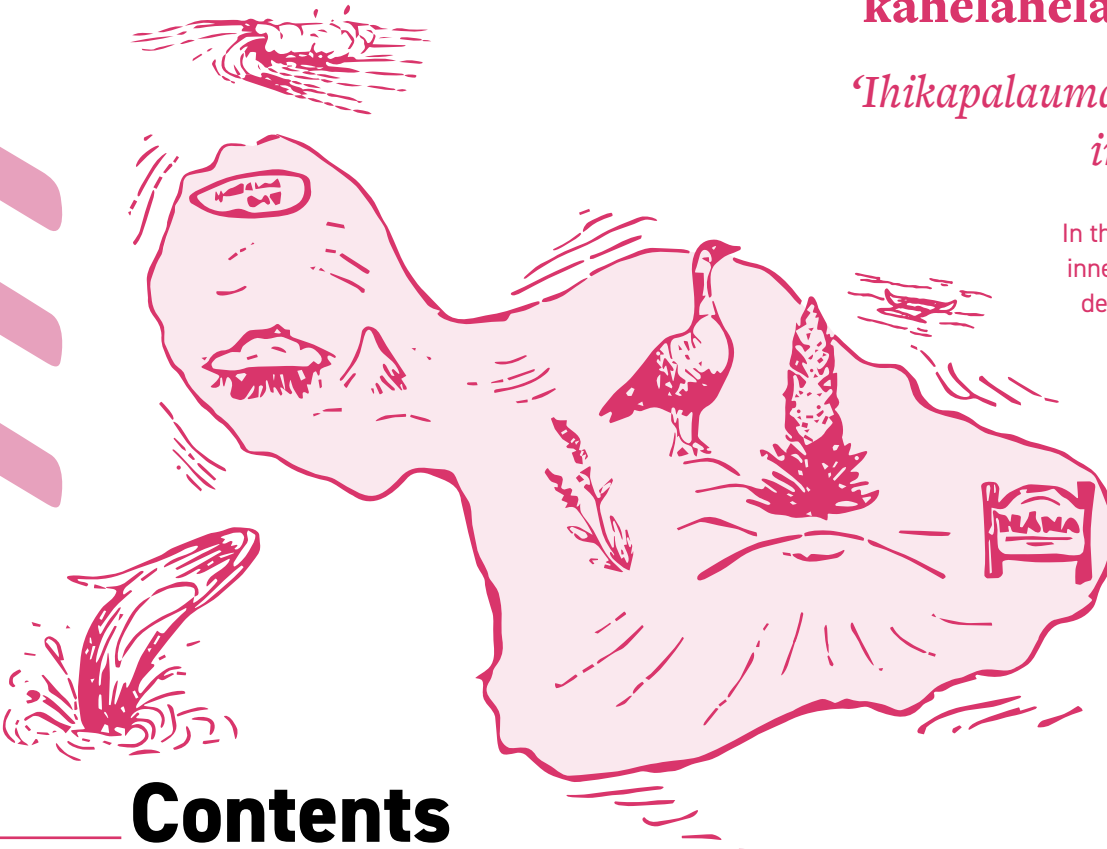
‘O ‘Thikapalaumaewa kāhelahela i ka ulu o ka lā.

*‘Thikapalaumaewa lays sprawling
in the rise of the sun.*

In the face of adversity, rely on one's
inner composure, strength, courage,
determination and be not defeated.

In traditional times, the name
Maui is honored for superhuman
feats and deeds of greatness.
Likewise, the Maui of modern
times must overcome the
greatest challenges of
life by harnessing the
power of resiliency
from within.

LEIMOANA COLLECTION



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01. PURPOSE OF THIS PLAN

In the year before the COVID-19 pandemic, **over three million visitors came to Maui**, with visitor spending contributing over **\$5 billion** to Hawai‘i’s economy (2019 *Annual Visitor Research Report*, Department of Business, Economic Development, and Tourism – DBEDT). Yet many residents had long felt the strain of so many arrivals: unsafe driving on narrow roads, crowding at beaches and bays, and difficulties accessing places that hold value in daily life and memory. These pressures were compounded by the 2023 fires, a tragedy that took 102 lives, displaced thousands, destroyed much of historic Lahaina, and dramatically reshaped life on the island. Community grief and recovery remain a primary concern for many Maui residents. The fires also created uncertainty among potential visitors: first through the pleas to stay away so communities could grieve and stabilize, and later through conflicting messages about whether and when it was appropriate for them to return.

Through stakeholder engagement for this plan conducted by the Hawai‘i Tourism Authority (HTA) in 2025, it became evident that even with fewer visitors than before (2.4 million in 2024, 23% below 2019 levels and on par with 2007 levels), **strain persists today** (2024 *Annual Visitor Research Report*, DBEDT). Congestion, trespassing, and unsafe stopping continue on **Hāna Highway**. Paving of Pi‘ilani Highway has led more visitors through **Kaupō** without pull-offs, traffic signals, or facilities needed to manage them. Shorelines remain crowded, and reefs continue to deteriorate from chronic human impact. As stories were shared, a clear picture emerged: Maui’s infrastructure, enforcement capacity, communication systems, visitor orientation efforts, and corridor planning tools are insufficient to manage the scale or pattern of visitation the island experiences now, much less before industry contraction. Without strengthening these systems, resident quality of life and the experience of visitors will continue to be negatively impacted, regardless of how many people come.

The purpose of this plan is to set forth a series of actions to guide Maui stakeholders in shaping the future of tourism through **destination management**, focusing on strategies, partnerships, and investments that will help communities, *‘āina* (land) and *kai* (sea), and the visitor industry move forward collectively. **A strong visitor industry is vital to Maui and its economy**, but its long-term health depends on how well the island prepares, hosts, and supports visitor activity. This plan outlines actions identified through community, industry, and agency engagement that can strengthen Maui’s capacity to offer aloha to visitors in ways that align with residents’ needs, honor ongoing recovery, and improve the visitor experience.

Across engagement sessions, many residents reflected on the quiet of the pandemic years: empty beaches, calmer roads, and easier access to cherished places – a glimpse of what a less strained Maui can feel like. Yet that time also came with severe economic hardship, and loss of jobs and livelihoods. **Destination management** offers a different path: one in which Maui does not need to choose between community well-being and economic stability. By strengthening how visitors are prepared, supported, and guided, this plan looks forward – focusing on reducing impacts to strained sites and infrastructure, enhancing the visitor experience while addressing resident concerns, and realizing an island where residents and visitors can thrive together.

ALIGNMENT WITH HAWAI'I'S STATEWIDE DESTINATION MANAGEMENT FRAMEWORK

The work of **destination management** on Maui is part of a broad statewide mandate established under Chapter 201b-3(a)(14), Hawai'i Revised Statutes, which directs Hawai'i Tourism Authority (HTA) to carry out and coordinate "destination management" in Hawai'i, defined in the statute as:

A collaborative and coordinated process with public, private, and community stakeholders to manage the various elements of a visitor destination in order to:

1. *Create, implement, and monitor strategies that attract targeted visitor markets and improve visitor experiences;*
2. *Improve natural and cultural resources valued by Hawaii residents and visitors;*
3. *Develop and maintain tourism-related infrastructure to prevent overcrowding and overtaking sites and resources; and*
4. *Ensure that the provision of services enhances the visitor experience.*

The same engagement that informed this plan shaped a collective **vision** for destination management and the **guiding principles** underlying every island's DMAP. Conversations across the *pae 'āina* (archipelago), including those held on Maui, helped define this shared vision for destination management:

"Destination management in Hawai'i is rooted in deliberate, ongoing stewardship that honors 'āina, culture, and community as the foundations of both our beloved home and our world-renowned visitor destination. Acting collaboratively as government, industry, residents, and visitors, we embrace the kuleana (responsibility) to guide tourism into greater harmony with Hawai'i's people and places, reducing strain while regenerating reciprocity, connection, and abundance for generations to come."

1. E Maui nui o Kama

‘Āina ua kaulana

O ka heke i‘o no ‘oe

Ua lohe ‘ia ‘a puni ka honua

Maui E

The statewide vision is expressed through four guiding principles:

PRINCIPLE	MEANING	PRACTICE
MĀLAMA Stewardship <i>of ‘Āina (Land) and Culture</i>	Caring for what sustains and distinguishes Hawai‘i (its lands, waters, and living heritage) through protection and restoration.	Intentional, strategic action that advances protection, restoration, and resource management to heal ecosystems, safeguard cultural sites and practices, and care for Hawai‘i’s storied places.
LAULIMA Collaboration <i>and Accountability</i>	Acting together in shared <i>kuleana</i> (responsibility) across community, industry, and government agencies.	Interagency coordination, community governance, transparent data, and adaptive management that ensure alignment, accountability, and sustained communication with stakeholders.
LŌKAHI Harmony <i>and Reciprocity</i>	Cultivating relationships among residents, visitors, and ‘āina through respect, care, connection, and attentive response to strain.	Visitor engagement, place-based interpretation, stewardship opportunities, and responsive visitor management that deepen connection to place, reinforce care for communities and ‘āina, and address tourism-related strain as it emerges.
HO‘ŌLA Regeneration <i>and Growth of What is Good</i>	Nurturing the conditions for abundance so tourism replenishes rather than depletes.	Reinvestment of revenues, strengthened infrastructure and labor force, and regenerative tourism practices that respect ‘āina, support local businesses, operationalize traditional knowledge, and advance community well-being.

Rather than dictating the structure of this plan, these statewide principles ground its overall approach to **destination management**. They inform the strategies, objectives, and actions that follow, guiding how statewide priorities are translated into place-based solutions for Maui.

“NA WAI ‘EHA”

A SONG TALKING OF MAUI’S WATERS BY ALICE NAMAKELUA

ORIGINALLY WRITTEN IN 1940 FOR THE KAMEHAMEHA DAY CELEBRATION IN HONOLULU

NOTE: While the DMAP presents a structured, time-bound action plan for addressing priority management needs, HTA regularly advances destination management through multiple efforts, programs, initiatives, and functions that support the same statutory objectives and guiding statewide principles. These include visitor education and post-arrival marketing (VEPAM), pre-arrival messaging, resident engagement, product development, and stewardship and community capacity-building initiatives such as HTA's Community Partnership Programs (CPP) and Community Tourism Collaborative (CTC) programs. Although these efforts are only occasionally referenced within this DMAP, they remain integral to how destination management is carried out in practice and how community well-being, visitor satisfaction, and stewardship outcomes are shaped over time.

NOTE: A number of existing Maui plans including the *Maui Island Plan* (2012) and the *2017–2026 Maui County Tourism Industry Strategic Plan* identify a need to balance visitor activity with resident quality of life, protect sensitive natural and cultural resources, and improve transportation safety. This DMAP builds on those long-standing priorities as well, while responding to Maui's current tourism realities.

HOW THIS PLAN BUILDS ON AND DIFFERS FROM THE FIRST DMAP CYCLE

Maui enters this DMAP cycle in a moment defined by recovery, both for communities still healing from profound loss and disruption, and for a visitor industry operating at a much smaller scale than before. Across engagements, residents expressed that tourism's return cannot look like its past; they asked for bold, on-the-ground management actions that reduce strain as the industry rebuilds, so that community recovery can continue on its path. Industry partners, likewise, described wanting clearer direction and shared expectations to support visitors in returning responsibly and respectfully. Building on the progress made through the first Maui DMAP, including strengthened stewardship partnerships, communication efforts, and place-based initiatives, this plan outlines practical, coordinated actions that reflect what stakeholders sought: **management that is visible, collaborative, and aligned with Maui's needs and resources.**

A 2024 State Auditor report and another independent evaluation highlighted areas where the DMAPs could evolve: clearer agency roles, better measurement, and more realistic, sequential action planning. These reports were also considered in the formation of this plan.

To reflect those lessons and respond to current conditions, the 2026–2028 Maui DMAP introduces several key refinements:

- **A hotspot-centered, place-based approach to destination management.**

The previous DMAP identified a set of hotspots through a review of community input, agency feedback, and partner consultation; however, the criteria and process used to identify and prioritize those sites were not explicitly stated, and hotspots were one of several planning considerations rather than the primary organizing focus. **This DMAP places hotspots and sites under strain at the center of its approach**, introducing a stakeholder-informed, factor-based framework for identifying **sites under strain** across the island and designating within them a smaller subset of critical, **priority hotspots** where tourism-related pressure is most acute. The plan moves beyond identification by centering **targeted, site-specific management actions** for priority sites, reflecting a more place-based focus on managing tourism impacts where they are greatest.

- **Stronger measurability and clearer articulation of progress.**

Each hotspot and site under strain action in this plan is structured with defined steps laid out by fiscal year, anticipated deliverables, and intended outcomes, enabling more consistent tracking and communication of progress and success over time. These measures place greater emphasis on outcome-based indicators than the previous plan to better assess whether actions are producing meaningful change on the ground, while still including select process measures where appropriate. Action steps and deliverables are intended to guide implementation and may be refined over time in response to evolving conditions, operational considerations, and on-the-ground realities.

A comprehensive implementation timeline for all actions included in this plan is provided in Appendix B.

- **Clearer roles and accountability in interagency collaborations.**

Each hotspot and site under strain action also identifies specific management partners and roles, including relevant divisions within agencies (e.g., the Division of Forestry and Wildlife within the Department of Land and Natural Resources) and named community and industry partners, rather than broad designations alone. During the drafting process, HTA engaged these partners directly and secured provisional commitments to collaborate, helping ensure actions are grounded in organizational capacity and shared *kuleana*. Where implementation authority sits with other agencies (e.g., for enforcement, land management, transportation, or infrastructure), HTA is often included as a coordinating/convening partner to support alignment, communication, and visitor-facing strategies.

- **Identified opportunities for aligned destination management beyond named actions.**

While this plan identifies a defined set of priority hotspots and site-specific actions for this cycle, it also articulates destination-wide management strategies and lists stakeholder-identified priorities for priority sites. These elements recognize destination management as a collaborative, ongoing endeavor, in which community-led, agency-led, or independently funded efforts that advance identified priorities may be considered aligned with DMAP outcomes, regardless of whether they are named as actions in this cycle. Communities, agencies, and partners are encouraged to utilize this DMAP as a reference framework when advancing actions aligned with the strategies, priorities, outcomes, and sites articulated in this plan.

- **A different stakeholder engagement process.**

Unlike the previous DMAP cycle, where the island's Steering Committee drafted actions that were subsequently taken to the broader public for input, during this DMAP cycle, island-wide community meetings, industry sessions, and Advisory Group discussions were conducted concurrently. This ensured that stakeholder inputs directly and iteratively guided the structure and content of the plans. For more details about the engagement and creation process, see Section 2: Development Process for the Plan.



02. DEVELOPMENT PROCESS FOR THE PLAN

The Maui Destination Management Action Plan (DMAP) was developed through an iterative planning process spanning **July 2025 through early 2026**. Rather than following a linear “consult once and decide” approach, the plan evolved through repeated cycles of engagement, analysis, drafting, and refinement.

Throughout the planning period, many inputs informed development. Community and industry perspectives, advisory guidance, agency and partner dialogue, HTA staff insights, and ongoing research were considered together to identify emerging priorities, refine strategies, and develop feasible actions.

Input gathered through this process shaped the plan at several levels:

- **Strategies (Section 4)** synthesize recurring themes raised through engagement and organize how the DMAP responds to those concerns.
- **Hotspots and sites under strain (Section 5)** align with locations repeatedly identified by stakeholders as experiencing concentrated tourism-related impacts.
- **Actions (Sections 5 and 6)** were developed to address these themes while remaining feasible within the DMAP timeframe and partnership context.

As additional input was gathered, draft materials were revisited with various stakeholders and refined. This approach helped ensure that the DMAP’s structure, priorities, and actions emerged from shared patterns across engagement rather than isolated comments or individual meetings.

This section describes how engagement, analysis, and drafting informed each other during the planning process.

A schedule of meetings and engagement activities is provided in Appendix A.

The DMAP was shaped by weaving together four strands of knowledge...

...over multiple phases of engagement, insight, and action.

Community & Industry Voices

Virtual Engagement • In-Person Sessions • Public Comment Portal

Research & Analysis

Tourism Data • Existing DMAPs & Plans • Thematic Synthesis

Agency & Partner Coordination

State & County Agencies • Community Organizations • Implementation Feasibility

HTA Leadership & Staff Guidance

Destination Managers • Program Insights • Operational Context

Initial Insights & Priorities

Legislative direction, research, and HTA priorities informed early understandings and identified a preliminary focus on hotspots.

Early Engagement & Emerging Themes

Initial sessions with industry, community members, and Advisory Group stakeholders surfaced broad island priorities and helped shape early stage management themes.

Focused Dialogue & Action Development

In-person community sessions and ongoing Advisory Group dialogues refined themes into island-specific strategies, solidified priority hotspots, and offered more specific insights that informed related management actions.

Draft Development & Refinement

Multiple draft iterations, continued stakeholder input, and consultation with potential action partners refined actions, strengthened plan framing, and clarified feasible pathways for implementation.

This Destination Management Action Plan is crafted with intention, iteration, and aloha. Like a kaula (rope), it seeks to weave knowledge from many sources to create lasting change for our communities.

Inspiration for this illustration comes from “Aha Weave featuring John Kaimikaua” on YouTube.

HOW THE DMAP WAS WOVEN TOGETHER

The planning process was iterative and collaborative, with **engagement, analysis, and drafting occurring in ongoing cycles** rather than discrete phases. Input gathered at each stage helped to identify recurring themes, locations experiencing tourism-related strain, and possible directions for action. As new insights emerged, draft ideas were revisited with stakeholders and refined.

This approach allowed the plan to evolve over time and helped ensure that strategies, hotspot priorities, and actions reflect patterns consistently raised across engagement rather than isolated feedback.

1. Establishing the Initial Frame

Planning for the DMAP began with a review of existing conditions, policy direction, the 2021-2023 DMAP and other island-specific management plans, and available visitor and other tourism-related data. This work informed the situational analysis and SWOT (Section 3), providing an initial picture of the possibilities, pressures, and management context facing the destination.

Key contextual drivers for the plan included legislative direction to focus management efforts on hotspots and sites under strain, as well as findings from the State Auditor and internal HTA review related to destination management accountability and implementation described in Section 1.

While this research provided an early baseline for the plan, additional plans, studies, and policy context continued to be incorporated as they were identified through engagement with partners.

2. Advisory Guidance and Iterative Direction

An island Advisory Group provided ongoing guidance throughout the planning process. Convened by HTA, the group included representatives from the visitor industry, ‘āina stewardship groups, State and County agencies, visitor bureaus and destination organizations, business and community leadership, and other partners with relevant experience in tourism and resource management. A list of these individuals is provided at the end of this plan.

The Advisory Group met several times and provided their *mana‘o* (input) as the plan evolved, reviewing emerging themes, discussing locations raised as experiencing tourism-related strain, and helping shape the direction and scope of proposed actions. This input helped refine early concepts, identify priority locations for management attention, and ensure that draft strategies and actions reflected a broad range of perspectives.

Additional information on Advisory Group meeting dates is provided in Appendix A.

3. Listening to Recurring Concerns and Emerging Themes

Early engagement with community members and industry stakeholders focused on understanding how tourism is experienced in daily life across the island and where its impacts are most visible.

Rather than simply listing comments, the project team looked for patterns in what people raised repeatedly, how they described those concerns, which locations were consistently cited as places of concern, and what types of actions stakeholders suggested in response.

Through this process, several recurring themes began to emerge across conversations, including concerns related to traffic, infrastructure, and access; enforcement and safety; natural and cultural resources; visitor education; local economic benefit; and resident engagement, among others.

These themes helped shape later in-person community sessions, where participants explored these topics in greater depth and discussed potential approaches for addressing them.

As the process progressed, **these recurring themes were refined several times until they were synthesized into the management strategies presented in Section 4.** While the strategies do not correspond directly to individual comments raised during engagement, they reflect the broader patterns and priorities that emerged and helped organize how the DMAP responds to those concerns.

Additional information on the timing, format, and locations of community and industry engagement is provided in Appendix A.

4. Partner Coordination

Throughout the planning process, HTA Destination Managers and other HTA staff engaged directly with State and County agencies, ‘āina-based stewardship organizations, and other potential implementation partners. Several of these entities are listed at the end of this plan.

These conversations focused on:

- understanding roles, internal processes, staffing capacities, and operational limitations,
- alignment with existing programs, policies, and capital investments,
- clarification of jurisdictional responsibilities,
- identification of feasible pathways for implementation and partnership,
- and securing provisional commitments to included actions.

This coordination helped ensure that proposed actions reflect both stakeholder priorities and practical implementation realities.

5. Draft Development, Review, and Refinement

Insights from stakeholder engagement, advisory dialogue, analytical work, and partner coordination were brought together to develop draft strategies and actions. These materials were refined through multiple rounds of drafting and review as the plan evolved.

Draft concepts were shared with Advisory Group members, HTA staff, and relevant partners to confirm that they accurately reflected stakeholder concerns and appeared feasible within the DMAP planning period. A draft version of the DMAP was presented publicly in February 2026 through a virtual session and an online commentary portal, providing an opportunity for additional feedback from community members and stakeholders. Input received during this stage informed late stage revisions before finalization of the plan in March 2026.

HOW ACTIONS WERE DEVELOPED

Actions included in this plan were informed by stakeholders' mana'o (insight). Ideas for action suggested by stakeholders were evaluated for feasibility and the ability to advance the statewide vision for **destination management** (Section 1). Actions proposed in this plan are those that:

- Align with one or more of the four Maui management strategies (Section 4),
- Directly address identified sites under strain (Section 5) through targeted, site-specific action at priority hotspots, or support those efforts through complementary management approaches, and
- Can reasonably demonstrate measurable outcomes within the FY 2027–2029 planning period.

Site-specific actions at priority hotspots form the core of this DMAP. These actions were honed for sites on the island where tourism-related strain is most acute and where the feasibility of near-term management intervention is strongest. They reflect the plan's primary emphasis on addressing tourism-related pressure, safety concerns, and cultural and environmental impacts at specific strained locations.

In addition to these site-specific actions, the plan includes a smaller number of other management actions that support hotspot management by addressing broader destination conditions and opportunities (Section 6). While hotspots identify places where visitor pressure is currently concentrated, visitor behavior is shaped by factors that extend beyond any single site, including how visitors receive information and what alternatives they perceive to be available. Research from the University of Hawai'i at Mānoa finds that when access is limited at one heavily visited location, visitor demand can shift to nearby sites rather than dissipating (Moromizato 2025). These other actions therefore focus on visitor education, coordination, engagement, and targeted place-based initiatives that shape how visitors move through and interact with the island. While these actions may be applied at specific locations, they are not primarily driven by site strain and are intended to reinforce, complement, and strengthen the effectiveness of hotspot-focused management.

In developing proposed actions, HTA conducted a review of existing plans and studies – including those led by the Department of Land & Natural Resources (DLNR), Hawai'i Department of Transportation (HDOT), County agencies, and local organizations – to ensure that actions build on existing work where appropriate and avoid duplicating ongoing efforts.

Draft actions were reviewed by the island Advisory Group and named action partners. Several partners confirmed their roles and offered provisional commitments to actions that included them, while Advisory Groups considered how effectively draft actions address identified sites under strain and desired outcomes. HTA utilized this feedback in further refining actions, then shared proposed actions with community stakeholders during public meeting sessions and an online review portal in February 2026.

While actions in this plan are presented with defined timelines, proposed steps, and anticipated deliverables to support clarity and measurability, DMAP implementation will follow an **adaptive management approach**. Specific implementation details may evolve over time in response to changing conditions on the ground, emergent priorities, shifts in visitor behavior, resource conditions, and community needs, among other reasons. In some cases, actions may be sequenced differently, postponed, rescoped, or refined to reflect new information, while maintaining alignment with the plan's core intent and intended outcomes.

As destination management is a “collaborative and coordinated process with public, private, and community stakeholders,” as defined by Chapter 201B-3(a)(14), Hawai‘i Revised Statutes, implementation is shaped by factors beyond any single entity’s direct authority. These include funding availability, procurement outcomes, partner capacity, regulatory processes, and interagency coordination, among others. While leads and action partners were identified during plan development and commitment provisionally secured, implementation of several actions is contingent on partner participation and readiness, available funding, and legislative appropriations. Any material changes to action steps, timelines, or deliverables will be documented and communicated through ongoing reporting and engagement to ensure transparency.

Although actions included in this plan represent priority initiatives identified for advancement within the DMAP planning period, they do not represent the full spectrum of destination management activity occurring or needed on Maui. Consistent with the statutory definition of *destination management*, community-based stewardship, hosting, education, safety guidance, and place-based management efforts are understood to be **core components of destination management**, whether implemented through DMAP actions or other public, private, or philanthropic pathways. Initiatives that advance the intent of the Maui management strategies (Section 4) and the statewide destination management framework (Section 1) may be considered aligned with destination management goals regardless of funding source or implementing entity. Communities, agencies, the visitor industry, and other partners are encouraged to reference and draw from this DMAP when advancing actions aligned with these strategies, priorities, and outcomes.

Finally, some suggestions raised throughout the DMAP process did *not* advance as **actions** and were instead organized into two additional categories:

- **Additional Opportunities Identified Through Stakeholder Engagement:** ideas raised by stakeholders that could advance destination management but fall outside the specific actions included in this DMAP. These may include recommendations for action by other agencies, potential pathways for future HTA consideration, or broader policy requests that could influence destination management outcomes. Select recommendations are included in **Appendix C** of this plan, while a full listing of opportunities is available on the HTA website.
- **Infeasible or Out-of-Scope:** ideas that proved impractical, outside legal authority, or otherwise unworkable within this DMAP cycle. These are not included in the plan.

Collectively, the actions and positions outlined in this document seek to advance **destination management** on Maui in ways that support harmony, stewardship, regeneration, and collaboration.



03. TOURISM & DESTINATION MANAGEMENT ON MAUI

Before turning to the strategies and actions of this plan, it is important to understand the conditions related to tourism that shape daily life on Maui today. Over the course of the DMAP development process, residents, industry partners, and agency staff shared observations about the island's current pressures and capacities: insights echoed in and expanded by State and County data. Taken together, they offer a grounded picture of the **situation** in which destination management will operate during this DMAP cycle.

That picture shows an island where visitor arrivals have fallen sharply since 2019, yet this decline has not translated into a meaningful reduction in community strain. In DMAP engagements, industry professionals expressed deep concern about softening demand and its implications for local economic recovery, while residents (nearly half of whom reported only mild worry about slower tourism in the Department of Business, Economic Development, and Tourism (DBEDT)'s *2025 Resident Sentiment Survey*) remained focused on pressures on roads, beaches, access, and daily routines shaped by years of inadequate management and high visitation. Many shared that, even at today's lower levels, life still feels stretched, especially in places where capacity was exceeded or where management and enforcement have lagged. This picture, set against the ongoing healing and rebuilding after the 2023 fires, makes clear that any rebound in tourism must be paired with stronger management to support the long-term recovery of Maui's communities.

The following sections capture some of the island-wide conditions affecting **destination management** on Maui today. They draw on quantitative indicators, stakeholder input, and analytical tools used during planning to understand where demand concentrates and when strain peaks. What emerges is a snapshot of Maui's present moment: the patterns of movement, economic realities, management challenges, and community sentiment that inform the work, strategies, and actions ahead.

KEY ISLAND-WIDE CONDITIONS

CONGESTION AND VISITOR VOLUME

- Before the COVID-19 pandemic (2019), Maui hosted about **3.1 million visitors** and accounted for **27% of the State's visitor days**. While the island's visitor industry was beginning to recover from the pandemic, Maui was devastated by the 2023 fires, which destroyed Lahaina – one of its premier visitor destinations. In 2024, visitor arrivals fell to **2.4 million (-23% from 2019)** and accounted for about 22% of visitor days statewide (2024 Annual Visitor Research Report, Department of Business, Economic Development, and Tourism – DBEDT).
- The same report notes that on average there are over **51,100 visitors on-island each day, which is roughly one visitor for every three residents**.
- The **Maui Island Plan's (2012) benchmark of having visitors account for no more than a third of the resident population** offers a guiding threshold. Maui currently hosts just fewer than that limit, but communities emphasized that today's volumes continue to strain roads, beaches, and rural areas.

ECONOMIC CONDITIONS

- Tourism's economic contribution has softened, as total visitor spending fell **8.5% in 2024** despite higher daily spend (**\$283 per person**, about 15% above the state average). Even at reduced levels, visitors contribute **\$5.3 billion** to Maui's economy (2024 Annual Visitor Research Report, DBEDT).
- DBEDT's 2025 Resident Sentiment Survey and DMAP stakeholder engagements showed that **industry and resident views differ sharply on the recovery's significance**. While businesses express deep concern about sluggish demand, resident survey respondents expressed only mild household worry, highlighting a persistent gap in expectations and priorities for future management.
- **Residents want stronger support for local businesses**, with 77% of respondents to DBEDT's 2025 Resident Sentiment Survey agreeing that tourism helps sustain them. In West Maui, belief that the industry supports local businesses dropped **10% from 84% in 2024 to 74% in 2025**, potentially reflecting concerns that recovery spending is not reaching locally owned enterprises.

INFRASTRUCTURE

- The loss or damage of **~1,800 homes in Lahaina**, on top of already limited workforce housing, continues to strain Maui's labor market, lengthen commutes, and challenge the stability of tourism.
- **Deferred maintenance** has left many key visitor-facing infrastructures (e.g., bathrooms, parking areas, lookouts, shoreline facilities) in poor condition, with residents noting that outdated or damaged facilities undermine quality of life and visitor experience as costs increase for both.
- **Water scarcity** remains a major and deeply painful issue for many residents, particularly after the 2023 fires. Scarcity is compounded by drought, aging transmission systems, limited non-potable water lines, and competition among residential, agricultural, and visitor uses.
- **Roadway and parking limitations** along rural corridors, particularly along Hāna Highway, the West Maui shoreline, and access points like Olowalu, can create daily safety hazards.
- **Planned repairs and reconstruction on Hāna Highway** will place additional short-term strain on mobility

and access, reinforcing a need for visitor communication and alternative travel options.

- In 2025, **vacation rentals accounted for about 1/3 of all visitor accommodations on Maui** (2025 Visitor Plant Inventory Report, DBEDT).

MANAGEMENT OPPORTUNITIES & ISSUES

- Programs like **Haleakalā sunrise reservations** and the **Mālama Maui Hikina** program (a DMAP funded management program in which six sites under strain along Hāna Highway were stewarded by East Maui nonprofit organizations with support from HTA) show that structured management systems work and improve resident sentiment in the area significantly.
- Rules and regulations (for issues ranging from illegal parking and trespassing along the Hāna Highway to unpermitted commercial ocean and land tour operators) often **exist without consistent enforcement**, creating safety risks and undermining community trust in management systems.
- According to DBEDT's 2025 Resident Sentiment Survey, **only about half of Maui residents believe tourism is being well managed through the DMAPs**, reinforcing calls for more visible community involvement and stronger follow-through on management commitments.
- **Values-based visitor messaging** presents a shared opportunity, aligning residents' desire for clearer orientation and education with industry's call for welcoming, aloha-forward communication, allowing Maui to set expectations while enhancing visitor connection, care, and respect.

RESIDENT SENTIMENT REGARDING TOURISM

- **A strong majority (70%) of residents surveyed in 2025 believe the island is run for tourists**, though slightly down from 2024 (74%) (Spring 2025 Resident Sentiment Survey, DBEDT). Across DMAP engagements, these sentiments were often expressed as a sense of displacement from beaches, shoreline access, or cultural spaces that once felt reliably accessible to local people.
- The same report showed that **resident sentiment improved modestly in 2025**, with **54%** of residents feeling tourism brings more benefits than problems, yet only **46%** reported finding tourism "mostly positive" for their own families.
- **In DMAP engagements, residents described fatigue with tourism's ongoing impacts**, noting that strain on beaches, access, and cultural practices affects well-being even with lower volumes.
- Residents also shared that they want tourism to **reflect Maui's values and identity**, emphasizing *mālama 'āina* (care for the land) and respectful conduct, a desire echoed by industry partners who stressed that authenticity is essential to Maui's long-term visitor experience.
- Survivors of the 2023 Lahaina fires expressed that **community healing and recovery must come before tourism**, sharing that discussions about visitor activity and tourism feel premature and, at times, inconsiderate amid ongoing grief, displacement, and the long path to rebuilding.

2. 'Āina 'oe ua wehi
Ua 'ohu e ka roselani
He pua ho'i nāu e lei
A e ha'aheo mau ai 'oe

MAUI SWOT ANALYSIS

The SWOT analysis below summarizes the strengths and weaknesses of Maui as a destination, alongside opportunities to strengthen management and threats to effective stewardship. It was used as a planning tool to inform priorities and actions, rather than as a comprehensive assessment of all conditions impacting destination management.

STRENGTHS

- Strong Maui identity and awareness with strong visitor interest
- High-quality accommodations across diverse regions
- Deep cultural heritage and cultural practitioners active in the visitor industry
- Iconic natural sites from Haleakalā to Hāna coast
- Established stewardship programs in East Maui (e.g., Mālama Maui Hikina)
- Community commitment to culturally grounded Lahaina rebuilding
- Direct airlift from U.S. continent supports accessible domestic tourism
- Strong network of community nonprofits engaged in stewardship

OPPORTUNITIES

- Expand stewarding presence in high-use corridors like Honolua, Hāna Highway
- Improve visitor orientation and education opportunities at key entry points
- Develop corridor-level safety and traffic management
- Strengthen agency coordination and enforcement for daily site issues
- Enhance community-led cultural interpretation and protocol
- Increase shoreline, reef, and 'āina-based restoration efforts
- Expand rural area management tools, including signage
- Integrate cultural restoration projects such as the Moku'ula historic site

WEAKNESSES

- Indefinite loss of Lahaina's cultural and economic center for West Maui
- Popular routes (e.g., Hāna Highway) not designed for heavy visitor volumes
- Limited parking, pull-offs, and restroom facilities in many locations
- Workforce and housing shortages affecting tourism reliability and quality of service
- Complicated multi-agency jurisdiction slows site management
- Strong belief among residents that the island is run for tourists at the expense of locals
- Limited cruise infrastructure strains harbor operations
- Overall high lodging costs
- Minimal historical and cultural wayfinding signage compared to other islands

THREATS

- Fire and drought risk
- Declining global perception of Maui as an attainable visitor destination
- Accelerating erosion damaging beaches and access points
- Slow recovery prolonging hardship for displaced residents
- Small businesses (including long-standing, multi-generation family businesses) continue to struggle due to lower visitor counts
- Economic instability reducing tourism-related management and reinvestment
- Outmigration deepening workforce reduction and gaps in cultural 'ike (knowledge)
- Overdevelopment threatening remaining rural landscapes
- Limited funding jeopardizing long-term management capacity beyond pilots
- Climate change impacts on reef and shoreline resilience
- Community is divided on the benefits and impacts of tourism



04. MANAGEMENT STRATEGIES FOR MAUI 2026 - 2028

Rooted in extensive stakeholder engagement on Maui, this plan advances four interrelated strategies for **destination management** on the island over the next three years:

1. Center Community Well-Being & Shared Benefit
2. Design Safe and Predictable Pathways
3. Uphold Cultural and 'Āina (Land) Stewardship
4. Share Maui's Story with Unity, Truth, and Place

Community, agency, and industry stakeholders who engaged in the DMAP process, as well as Advisory Group members, were prompted to identify **problems, issues, or needs** related to tourism-related strain in their communities as a component of DMAP outreach. In some cases, they proposed **specific ideas for action** that informed or complemented those observations and concerns.

Evaluating these stakeholder contributions for common themes led directly to the destination management strategies that follow, which in turn anchor the actions throughout this plan.



STRATEGY 1:

CENTER COMMUNITY WELL-BEING & SHARED BENEFIT

Prioritizing resident dignity, access, and recovery while shaping visitor presence to support community resilience.

Objective: Protect resident well-being by strengthening destination management approaches that reduce daily disruptions, improve safety and access, support recovery, and expand community-rooted pathways for visitor activity to contribute to local resilience and shared economic benefit.

Across Maui, residents described tourism impacts as everyday realities affecting safety, access, and quality of life, including shoreline crowding, corridor congestion, and heightened risks along key travel routes. Following the 2023 fires, West Maui residents emphasized that healing, housing stability, and dignity must guide decisions about visitor return and activity. Community organizations and local businesses also noted opportunities for visitors to contribute positively when aligned with community priorities, stewardship efforts, and locally rooted enterprises. Industry echoed the importance of aligning visitor engagement and storytelling with on-the-ground conditions and community readiness.

Taken together, these perspectives underscore the need to place resident well-being at the foundation of destination management: shaping when, where, and how visitor activity occurs so it supports recovery, strengthens community and the destination's resilience, and reinforces shared benefit through locally rooted enterprises and community organizations. Community well-being is further understood to be inseparable from the health of the island's natural and cultural resources and practices, reinforcing the importance of aligning visitor activity with stewardship priorities and the long-term care of the places that sustain Maui's communities.

Select Associated Actions:

- **Hāna Highway:** Community-Led Visitor Guidance and Stewardship in Ke‘anae (Action HH-3)
- **Kaupō:** Industry Awareness of Community-Led Opportunities in Kaupō (KP-2)
- **Island-wide:** Ongoing DMAP Management Updates & Dialogue (IW-3)



STRATEGY 2:

DESIGN SAFE, PREDICTABLE PATHWAYS

Guiding visitor movement with clear, reliable systems that protect residents and ‘āina while improving visitor safety, clarity, and experience.

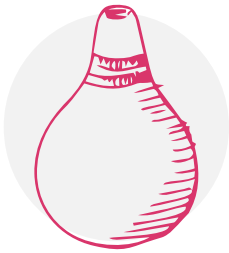
Objective: Establish coordinated, predictable access frameworks that prevent hazardous spillover, reduce congestion, and create calmer, safer conditions for both residents and visitors.

Participants emphasized that the most pressing challenges often arise not from visitor presence and volume alone, but from unpredictable movement: roadside stopping, sudden congestion shifts, navigation issues on rural roads, or closures that displace visitors into places unprepared for them. At the same time, industry partners expressed a desire for consistent tools to guide visitors toward appropriate, welcoming sites.

This strategy advances coordinated, often corridor-level approaches that reduce hazards, prevent spillover into communities, and strengthen the visitor experience through clarity, safety, and intentional design, while supporting responsible management and ongoing care for the places visitors come to experience.

Select Associated Actions:

- **Honolua:** Reservation Integration & Shuttle Systems (HB-1)
- **Hāna Highway:** Pullout Awareness and Traffic Flow with Guidance Signage (HH-5)
- **Kaupō:** Improve Safety at Known Hazard Sites Along Piʻilani Highway (KP-1)



STRATEGY 3:

UPHOLD CULTURAL AND ‘ĀINA (LAND) STEWARDSHIP

Grounding visitor understanding and behavior in place-based knowledge, care, and lived relationships to land and sea.

Objective: Center cultural protocols and care for ‘āina as foundational expressions of place, guiding how visitors are oriented, hosted, and connected to Maui’s natural and cultural landscapes while reinforcing stewardship, understanding, and respect for the living systems that sustain the island.

Participants across Maui emphasized the importance of practitioner leadership, place-based guidance, and community stewardship in shaping how visitors understand and move in culturally and environmentally significant areas. Community members raised concerns about misinformation, inappropriate access, and the loss of contextual understanding at shorelines, beaches, reefs, and cultural sites, while industry partners expressed a desire for clearer, place-grounded guidance to support respectful visitor behavior.

These perspectives point to the role of cultural protocol and care for ‘āina not only in protecting resources, but in orienting visitors to where they are and why place matters. When visitors are grounded in local context through lived knowledge, *mo‘olelo* (narratives), and stewardship practices, the diversity and value of Maui’s natural and cultural landscapes become more visible, supporting both the long-term care of what makes those places distinct and deeper visitor experiences.

This strategy advances actions to elevate cultural and resource stewardship as central to visitor orientation, education, and experience, reinforcing both protection of place and deeper connection while helping visitors understand and respectfully support stewardship caring for Maui’s landscapes and cultural places.

Select Associated Actions:

- **Honolua:** On-Site Stewardship and Marine-Based Visitor Engagement (HB-3)
- **Hāna Highway:** Place-Based Hāna Highway Tour Guide Certification Program (HH-4)
- **Island-wide:** Condition-Responsive Nearshore Safety & Stewardship Guidance System (IW-2)

**STRATEGY 4:**

SHARE MAUI'S STORY WITH UNITY, TRUTH,
AND PLACE

Inspiring visitors with place-based storytelling, orientation, and values-driven messaging that enhance pono behavior and pilina (connection) with Maui's places and people.

Objective: Collectively share clear, place-based narratives that orient on-island visitors to where they are, shape behavior, and support stronger connections between residents, visitors, and place.

Stakeholders across Maui highlighted that visitors behave in more pono ways, and feel more connected, when they understand the places they are entering and the values that guide them. Community members emphasized that this kind of orientation is most effective when it comes from residents and practitioners, rather than one-size-fits-all messaging. Advisory voices pointed to the power of programs like Mālama Maui Hikina and Honolua's emerging cultural corridor model, where mo'olelo help guide visitor behavior more effectively than rules alone. Industry partners also raised concerns about misinformation, fragmented messaging, and the need for clearer, more consistent narratives that reflect Maui's identity once visitors are on-island. This strategy supports actions that deliver authentic, community-rooted storytelling and orientation across multiple touchpoints, improving stewardship outcomes and visitor experience

Select Associated Actions:

- **Island-Wide:** Welcome & Orient Maui Visitors with Community-Fronted Messaging (IW-1)
- **Honolua:** Cultural Trail Development and On-Site Stewardship (HB-2)
- **Hāna Highway:** Corridor Host Presence at Kaumahina (HH-6)



05. SITES UNDER STRAIN: DESTINATION MANAGEMENT IN FOCUS

Tourism-related strain on Maui is experienced most tangibly in specific places: along roadways, in bays, at beaches, and in other areas where visitors, residents, and natural resources interact every day. These are the settings where Maui's destination management strategies can have the greatest and most immediate impact when translated into **concrete action**.

With that in mind, this DMAP is intentionally centered on the locations where tourism-related pressures are most evident. These **sites under strain** – the roads, beaches, valleys, trails, and corridors repeatedly raised as places of concern during stakeholder engagement – are places where tourism-related activity intersects with natural, cultural, or community resources, creating or intensifying impacts that diminish resident quality of life, the visitor experience, and the overall health of our natural resources. Strain, as defined in this plan, may arise from the scale or behavior of visitation, or from visitation occurring in places that are unsafe, culturally inappropriate, environmentally sensitive, or otherwise restricted from public access.

Within this broader set of sites, the plan identifies a smaller number of **hotspots**. Hotspots represent **the most acute subset of sites under strain**: locations where tourism-related pressure is concentrated, multifaceted, and persistent; and where the need for coordinated, site-specific management is most apparent. By distinguishing hotspots from other sites under strain, the plan identifies where targeted actions are prioritized, versus where ongoing coordination, monitoring, or broader initiatives are more appropriate.

This approach builds on the 2021–2023 DMAPs, which identified named hotspots through a review of community input, agency feedback, partner consultation, and implementation-phase evaluation, but did not include the comprehensive process used to select those sites in the final plan. This plan strengthens that foundation by outlining a clear, collaborative framework for **identifying, prioritizing, and advancing action** at sites where tourism-related pressures are concentrated, placing site-specific management at the forefront of the DMAP and strengthening coordination among public, private, and community partners to sustain resident well-being, the visitor experience, and the health of Hawai'i's natural, cultural, and infrastructural resources.

HOW SITES UNDER STRAIN WERE IDENTIFIED AND EVALUATED

Input on potential sites came from multiple types of stakeholder engagement. **Community participants** shared input on a wide range of locations where they observed tourism-related strain throughout different quadrants of the island (North, South, East, West). Responses reflected where the impacts of tourism are experienced locally and provided the foundation for identifying areas of concern.

As part of their charge, **Advisory Group members** were explicitly asked to identify hotspots using a shared definition: *places where impacts from visitors or the visitor industry significantly contribute to pressure on natural, cultural, or community resources*. Potential sites were also informed by HTA recommendations.

From this combined input, the planning team compiled a list of potential hotspots and evaluated each using **thirteen (13)** shared criteria, grouped into three (3) categories:

1. Where tourism-related strain is occurring,
2. How serious or consequential that strain is, and
3. How feasible it is for HTA and its partners to act within the scope of the DMAP.

Each location was assessed using a combination of quantitative and qualitative inputs, including Advisory Group review, the frequency and intensity of stakeholder comments, and other available data and analysis. Feasibility was assessed separately through HTA and agency input, considering jurisdiction, resources, and alignment with the DMAP's scope.

A color scale was then applied to show both **strain** and **feasibility** ratings for each site. These scales move in opposite directions: **high strain (red)** indicates greater pressure and concern, while **high feasibility (green)** indicates a stronger ability to act through collaborative, coordinated management.

COLOR SCALE

COLOR	IDENTIFICATION/COMPOUNDING FACTOR	FEASIBILITY
	Very high: Severe conditions, risks, or vulnerabilities clearly present and widely evident	Very low: Limited ability for HTA or partners to act within current scope or resources
	High: Notable and recurring conditions requiring coordinated management attention	Low: Some capacity for action, but significant barriers remain
	Moderate: Emerging or situational conditions manageable with targeted effort	Moderate: Feasible with coordination or additional resources
	Low: Minimal pressures or sensitivities at present	High: Clarity of solution; authority, partners, and resources available for action
	Not applicable or insufficient information	Not applicable or insufficient information

HOW PRIORITY HOTSPOTS AND SITES FOR THIS DMAP WERE DETERMINED

Following the evaluation to identify sites under strain, those sites that showed **significant levels of Tier 1 and Tier 2 criteria rated red (very high strain) or orange (high strain)** were classified as **hotspots**. Sites exhibiting some strain but which did not reach those thresholds remained “**sites under strain**” for purposes of this document. These areas reflect real and ongoing pressures or community concerns but were not elevated to hotspot status for this DMAP cycle based on relative severity and implementation feasibility.

The Maui Advisory Group, in consultation with HTA, selected **priority hotspots and sites of strain** for focused DMAP action during the 2026–2028 DMAP cycle. A limited number of priority sites were chosen to ensure that limited available resources (e.g., staffing, funding, and partnerships) could be applied effectively and efficiently; and that included actions could be sequenced based on feasibility and readiness, allowing each action to achieve measurable results within the DMAP implementation period. The identification of priority sites and development of associated actions reflects this sequencing approach and is not intended to limit other agencies, organizations, or communities from advancing management actions aligned with DMAP outcomes at other sites under strain, nor to foreclose consideration of site-specific actions for other locations in future DMAP cycles.

While most Maui hotspots were identified because they face longstanding, high levels of congestion and resource pressure, stakeholder engagement also highlighted places where conditions are changing rapidly and where early coordination could prevent more serious strain in the future. **Kaupō** is included in this plan as a **Site of Emerging Strain** due to recent shifts in visitor use along Piʻilani Highway (i.e., the “back road to Hāna”), accelerated by the paving of the corridor and the resulting increase in speed, volume, and stopping behavior. Although not yet experiencing the intensity of pressure seen in other parts of the island, Kaupō residents described urgent safety risks and growing impacts that warrant attention now. Including Kaupō in the DMAP allows partners to respond proactively, support community-led discussions about appropriate visitor presence, and address safety issues before they escalate further.

While several sites under strain are not addressed through site-specific actions in this DMAP due to resource and sequencing considerations, they were considered in constructing **broadier destination-wide management actions** presented later in this document. These actions are designed to shape visitor movement, knowledge, expectations, and coordination across the island, thereby improving conditions at all sites under strain through changes in visitor behavior, distribution, and management practices broadly.

Communities, agencies, industry, and other partners are encouraged to continue organizing, coordinating, and advancing place-based efforts aligned with included DMAP strategies, priorities, and outcomes, regardless of whether a site is named for focused action in this cycle. All DMAP-identified sites under strain are indexed at the end of this section and will continue to be monitored by HTA in collaboration with partners for changes in conditions, feasibility, and partnership readiness that may adjust their designation as hotspots or sites under strain. Hotspot identification and site-specific DMAP action are part of a repeatable, island-wide destination management approach that will evolve over time, with additional sites considered in future DMAP cycles as readiness and capacity align.

2. “YOU ARE THE LAND ADORNED
ADORNED BY THE ROSE
A FLOWER FOR YOU TO WEAR AS AN ADORNMENT
AND CONTINUE TO WEAR IN PRIDE”

CRITERIA FOR IDENTIFYING AND PRIORITIZING HOTSPOTS

CATEGORY 1 - Identification

“Is this site under strain related to tourism?”

CRITERION

DEFINITION / FOCUS

Access Infrastructure & Arrival Pressure

Strain created by how people **reach** the site. Reflects whether approach routes and arrival infrastructure (e.g., road capacity, parking, trailheads, marine landings, neighborhood adjacencies) are overwhelmed, unmanaged, unsafe, or reliant on informal / illegal access points.

On-Site Capacity & Crowd Pressure

Strain created by what happens once people are **at** the site. Reflects whether conditions within the area (e.g., trails, lookouts, beaches, pools, facilities) are overcrowded or exceed what on-site infrastructure and management can safely or sustainably support.

Community Strain & Resident Impact

Degree to which visitation disrupts surrounding communities through noise, trespass, blocked driveways, neighborhood congestion, or interference with local use.

Site Degradation & Maintenance Stress

Observable environmental, cultural, or infrastructural wear and tear (or escalating maintenance burden) linked to visitation (e.g., erosion, litter, vandalism, or declining water quality).



3. *He inoa nēia nou*

E Maui nui o Kama

Ha‘aheo ‘oe i ka roselani

E ō mai i kou inoa

CATEGORY 2 - Context & Compounding Factors

“How serious or consequential is that strain?”

CRITERION

DEFINITION / FOCUS

Cultural Sensitivity

Presence of sacred, historic, or community-valued cultural sites or practices vulnerable to visitation impact.

Environmental Sensitivity

Ecological fragility or biodiversity importance that heightens the consequence of overuse.

Safety & Risk

Degree of danger to visitors, responders, or nearby residents based on incident history or inherent hazards such as cliffs, flash floods, surf, or traffic conflicts.

Visibility & Promotion

Level of amplification through social media, influencers, or commercial marketing that fuels visitation.

Local Economic Benefit & Reciprocity

Extent to which visitation can generate tangible community benefit (e.g., jobs, local commerce, stewardship funding). High strain with low benefit indicates higher priority for intervention.

CATEGORY 3 - Feasibility & Viability

“Can HTA and its partners realistically act within the mandate of the DMAP?”

CRITERION

DEFINITION / FOCUS

Jurisdictional Clarity & Legality of Access

How clear and actionable the site’s ownership, access rights, and management responsibilities are for HTA and its immediate DMAP partners. Ambiguity or contested access reduces feasibility.

Cost & Resource Demand

Financial and staffing requirements relative to what HTA and its partners can plausibly support or co-fund within the plan period.

Implementation Timeline & Complexity

Realistic timeframe and administrative lift for DMAP-aligned action, considering permitting, coordination, and policy processes within the DMAP window of FY 2027 – FY 2029.

DMAP Alignment & Partnership Leverage

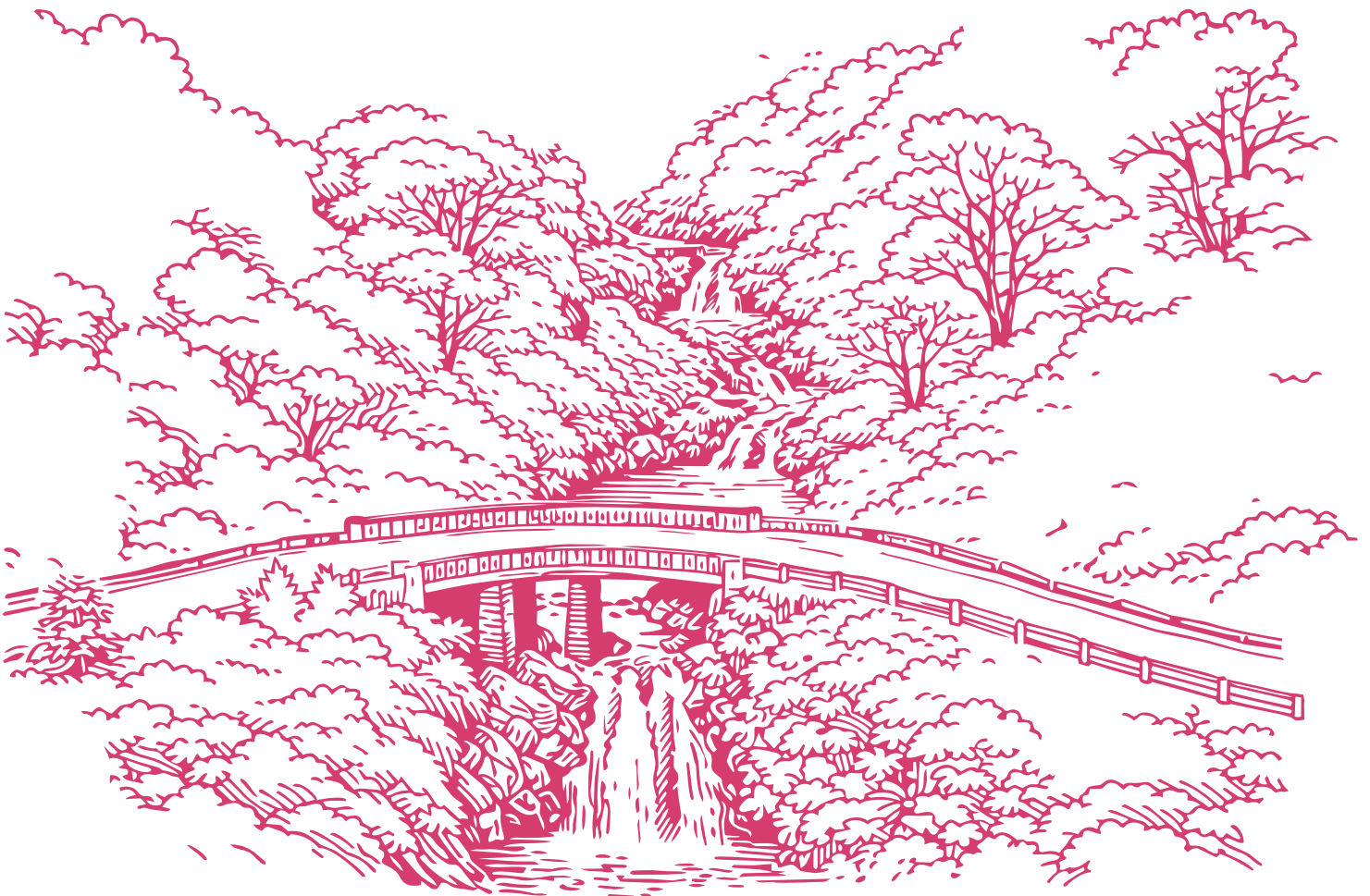
Extent to which effective action falls within HTA’s mandate or can be catalyzed through formal collaboration mechanisms. Sites requiring action entirely outside HTA’s role score lower.

HOTSPOT:

HĀNA HIGHWAY ("ROAD TO HĀNA")

LOCATION: PEAHI, HĀMĀKUALOA, MAUI – KAWAIPAPA, HĀNA, MAUI

Stretching along the rugged northern coast of East Maui, **Hāna Highway** is one of Hawai‘i’s most iconic travel routes. Visitors are drawn to its dramatic cliffside vistas, dense rainforest, waterfalls, and the sense of adventure that comes with navigating more than 600 turns and dozens of one-lane bridges. For residents, however, the highway is not an attraction, but a lifeline connecting families to essential services, work, and school. The tension between those realities has intensified as daily visitor volumes have grown. Residents described a corridor and its connected communities under persistent strain: unsafe stops, stalled traffic, trespassing, and rising unlicensed commercial activities, including impacts extending into adjacent residential roads and access points. These stresses contribute to emergency delays, reduced quality of life for residents, and the perception that East Maui bears the impacts of tourism without seeing its benefits.



Recent community-led initiatives have shown progress. The Mālama Maui Hikina program, funded through the previous DMAP, demonstrated the effectiveness of having local stewards at select sites offering cultural grounding, safety guidance, and visitor orientation. But residents emphasized that no site-based program alone can address issues that are corridor-wide. They called attention to the Legislature’s HCR 29 (2022), which urged the Hawai‘i Department of Transportation (HDOT) and major landowners to collaborate on a comprehensive management plan for the entire highway: a mandate that has yet to be realized.

Across engagement, a shared set of management priorities for Hāna Highway emerged, articulating what effective management along the corridor seeks to accomplish:

1. **Reliability for residents** who depend on the highway for work, school, and essential services
2. **More predictable visitor movement**, with clearer expectations and guidance for driving behavior, stopping locations, and appropriate access
3. **Reduction of unsafe stopping, congestion, and trespass** along the corridor
4. **Protection of ‘āina and culturally significant places**, including private and sensitive lands
5. **Stronger place-based understanding for visitors**, reinforcing the importance of awareness of culture and of the highway foremost as a lived-in community corridor
6. **Community-led stewardship and coordinated corridor-wide approaches** that reflect local and generational *‘ike* (knowledge) and lived experience

This plan advances the following set of coordinated actions designed to support and move these shared priorities forward. Other community-led, agency-led, or otherwise funded actions that advance these priorities may be considered aligned with destination management outcomes for the corridor.

HOTSPOT INDICATORS

OVERALL PRIORITY

IDENTIFICATION

CONTEXT & COMPOUNDING FACTORS

FEASIBILITY & VIABILITY

Access Infrastructure
& Arrival Pressure

On-Site Capacity
& Crowd Pressure

Community Strain
& Resident Impact

Site Degradation
& Maintenance Stress

Cultural Sensitivity

Environmental
Sensitivity

Safety & Risk

Visibility & Promotion

Local Economic
Benefit & Reciprocity

Jurisdictional Clarity
& Legality of Access

Cost & Resource
Demand

Implementation
Timeline & Complexity

DMAP Alignment &
Partnership Leverage

SITE SWOT

STRENGTHS

- World-renowned scenic and cultural corridor
- Strong East Maui community identity
- Existing reservation system at Wai'ānapanapa
- Proven success in visitor orientation and education through Mālama Maui Hikina stewards
- Clear legislative pathway for comprehensive management action

OPPORTUNITIES

- Convene stakeholders for shared corridor planning
- Standardize turnout signage and safety guidance
- Additional corridor-level educational stations and sites
- Expand community-led stewardship at key nodes
- Develop place-based tour guide certification
- Expand East Maui capacity for site management

WEAKNESSES

- Only access road for East Maui residents
- Narrow roadway, limited legal pullouts
- Frequent unsafe stopping and stalled traffic
- Inconsistent visitor understanding of etiquette
- Unlicensed operators hard to monitor or manage
- Too few public restrooms, many of which are outdated, in poor condition, or not reliably stocked with essential supplies

THREATS

- Rising visitor volume, increasing roadway pressure
- Illegal commercial operators exploiting corridor gaps
- Misinformation about cultural sites and histories
- Parking overflow contributes to emergency delays
- Climate impacts increasing roadway vulnerability
- Community trust damaged by outsider-designed systems

VERY HIGH/VERY LOW

HIGH/LOW

MODERATE

LOW/HIGH

N/A

*PLEASE SEE COLOR SCALE ON PAGE 24 FOR HOTSPOT ANALYSIS

MANAGEMENT ACTIONS, HĀNA HIGHWAY (HH)

HH-1: CONVENE KEY PARTNERS TO ADVANCE A COORDINATED HĀNA HIGHWAY CORRIDOR MANAGEMENT APPROACH

HH-1

Management Strategy: Center Community Well-Being & Shared Benefit, Design Safe and Predictable Pathways, Uphold Cultural and ‘Āina Stewardship



Goal: Coordinate State, County, landowners, and community stakeholders to advance a holistic, corridor-wide approach to managing safety, access, stewardship, and visitor-related impacts along Hāna Highway.

Justification: East Maui residents described persistent safety concerns, illegal roadside stopping, trespassing, congestion, and environmental degradation along the Hāna Highway that affect daily life, safety, and natural and cultural resources. Residents in Central Maui also raised concerns about unsafe driving and erratic stopping behavior by visitors traveling toward Hāna, underscoring the need for a corridor approach rather than just site-specific responses.

While individual stewardship, enforcement, and infrastructure efforts have improved conditions at select locations, stakeholders emphasized the ongoing need for stronger coordination across agencies, landowners, and community to address cumulative corridor-wide impacts. This action responds to those concerns by creating a structured, collaborative forum focused on visitor-related pressures that intersect directly with destination management responsibilities, roadway safety, and community well-being.

Lead: Hawai‘i Tourism Authority (HTA): *convening, destination management coordination lead*

Projected partners:

- Hawai‘i Department of Transportation (HDOT) – Highways: *roadway management, technical coordination, operator certification*
- Department of Land & Natural Resources (DLNR), Division of Forestry & Wildlife (DOFAW): *forestry reserve coordination*
- County of Maui – Department of Transportation (MDOT): *County roadway coordination*
- County of Maui – Public Works (DPW), Planning, Environmental Management, Police, Parks & Recreation: *respective expertise input*
- Major landowners along the corridor: *operational and access considerations*
- Department of Land & Natural Resources (DLNR) – State Parks, DOCARE: *expertise input*
- East Maui community organizations and lineal descendant ‘ohana (families): *community input*

Implementation framework:

PHASE	PROPOSED ACTION STEPS
INITIATION <i>(BEGINNING FY 2027)</i>	HTA: • Convene key State, County, landowner, and community partners to establish a coordinated dialogue focused on corridor-wide visitor impacts, safety, access, and stewardship along the Hāna Highway • Facilitate agreement on a shared scope, coordination structure, and decision-making approach to guide corridor-level management efforts All participants and contributors: Participate in corridor-wide planning discussions and contribute institutional knowledge, perspectives, concerns, and operational considerations
PLAN DEVELOPMENT <i>(BY FY 2028)</i>	HTA: • Oversee development of a draft corridor management plan, either internally or through procurement, consistent with agency authority and capacity • Ensure plan addresses, at minimum, corridor safety, access, enforcement, emergency response, trespass management, and maintenance coordination All participants and contributors: Review and provide input on draft plan components relevant to their responsibilities, constraints, and operational realities
FINALIZATION <i>(BY FY 2029)</i>	HTA: • + partners: Identify near-term coordination actions and longer-term needs related to safety, access, enforcement, and stewardship • Support completion and dissemination of a coordinated <i>Hāna Highway Corridor Management Plan</i> or framework • Align applicable destination-management and visitor-education efforts with agreed-upon recommendations, as appropriate

Anticipated deliverables:

- A convened, multi-partner working group focused on coordinated Hāna Highway management
- Completed *Hāna Highway Corridor Management Plan* or framework, addressing at minimum:
 - Roadway safety and emergency access
 - Parking, stopping, and trespass management
 - Maintenance responsibilities and coordination
 - Enforcement roles and procedures
 - Near-term actions and longer-term capital, regulatory, and/or staffing needs

HH-1

Intended outcomes:

- Clear shared accountability among agencies, landowners, and community partners for managing Hāna Highway safety and access
- Reduced (or clearly defined strategies to reduce) safety risks associated with illegal stopping and unmanaged roadside use
- Improved coordination between community, roadway managers, landowners, and enforcement
- A durable planning framework to guide future coordination, maintenance, enforcement, and investment decisions along the corridor

HH-2: INSTALL COMMUNITY-DESIGNED NO-ACCESS SIGNAGE AT NĀ'ILĪ'ILIHAELE

HH-2

Management Strategy: Center Community Well-Being & Shared Benefit, Design Safe and Predictable Pathways



Goal: Discourage illegal stopping and trespass at Nā'ili'ilihale by supporting the design and installation of a prominent community message sign that explains why access is inappropriate and unsafe.

Justification: Community members living near Nā'ili'ilihale expressed strong support for ending visitor access due to repeated injuries, fatalities, and trespass into hazardous stream terrain located entirely on private land. Following the discontinuation of stewardship presence previously supported through Mālama Maui Hikina, residents report renewed unsafe roadside stopping and trespass attempts. A clearly visible, community-created message would communicate local direction, reinforce safety concerns, and deter trespass through privately owned access routes to hazardous stream terrain. This action supports broader corridor management priorities identified through Action HH-1 while centering community authority and safety.

Lead: Hawai'i Tourism Authority (HTA): *coordination & resourcing*

Projected partners:

- Hawai'i Department of Transportation (HDOT) – Highways: *roadway signage & safety*
- Department of Land & Natural Resources (DLNR), Division of Forestry & Wildlife (DOFAW): *forestry reserve coordination*
- Mahi Pono (landowner): *landowner authorization*
- Department of Land & Natural Resources (DLNR) – DOCARE: *enforcement support*
- East Maui community stewardship groups and lineal descendant 'ohana: *message design and place-based authority*

Implementation framework:

PHASE	PROPOSED ACTION STEPS
FY 2027	HTA: - Coordinate and resource a community-led process to define intent, tone, and content of a no-access message reflecting local safety concerns and access boundaries - Support design development and fabrication of the community message sign in coordination with the landowner and roadway agencies Mahi Pono (landowner): Authorize sign content and placement on private land HDOT: Reinstate roadway adjacent “No Parking” signage to support safe traffic movement
FY 2028-FY 2029 (ONGOING)	East Maui community stewardship groups & enforcement partners: Monitor the effectiveness of signage and document changes in stopping behavior, trespass attempts, and rescue incidents. Adjust sign visibility or placement as needed

Anticipated deliverables:

- Installed community message sign
- Reinstalled or reinforced “No Parking” roadside signage
- Monitoring summary documenting changes in stopping and trespass

Intended outcomes:

- Reduced illegal stopping and trespass at Nā‘ili‘ilihaele
- Stronger visibility of community direction to keep the site closed
- Improved safety for road users and nearby residents

HH-3: PROCURE & SUPPORT COMMUNITY-LED VISITOR STEWARDSHIP AT KE‘ANAE

Management Strategy: Center Community Well-Being & Shared Benefit, Design Safe and Predictable Pathways, Uphold Cultural and ‘Āina Stewardship, Share Maui’s Story with Unity, Truth, and Place



Goal: Support a community-led visitor stewardship and guidance presence in Ke‘anae through place-based procurement, reducing trespass, improving safety, and reinforcing *pono* visitor behavior.

Justification: Ke‘anae families and residents raised concerns about congestion, visitor ocean safety, trespass into *lo‘i kalo* (taro patches) and residential areas, unsafe roadside stopping, and visitor confusion about where to go. Past experience across Maui demonstrates that static messaging or enforcement alone is insufficient in places where access boundaries are nuanced and conditions change daily.

Community members emphasized that effective management in Ke‘anae requires a trusted, on-site presence grounded in local knowledge, cultural protocol, and real-time interaction with visitors. This action responds by supporting a community-based organization to implement visitor stewardship and guidance functions in Ke‘anae, with flexibility to adapt messaging, presence, and supporting tools (such as signage or visual cues) based on observed conditions and community direction.

Lead: Hawai‘i Tourism Authority (HTA): *procurement and program oversight, sustainability support*

Projected partners:

- Selected community-based stewardship organization(s): *on-site stewardship*
- Ke‘anae families, kūpuna, businesses, and community leadership: *guidance and accountability*
- County of Maui – Parks & Recreation (DPR): *site coordination, as applicable*

Implementation framework:

PHASE	PROPOSED ACTION STEPS
FY 2027	HTA: • Outline scope, expectations, reporting, and coordination for stewardship with partners • Conduct a competitive procurement or selection process to identify a qualified, community-based organization to conduct stewardship and visitor guidance • Work with the selected organization on long-term stewardship viability, such as identifying potential funding pathways and/or partnerships, among other components Selected stewardship organization: • Implement a regular on-site stewardship and visitor guidance presence in Ke‘anae, focused at least in part on defining and explaining to visitors access boundaries, cultural context, safety protocols, and appropriate movement • Utilize community-approved messaging and tools, which may include verbal guidance, visual cues, or supporting signage, as appropriate • Document observations related to visitor behavior, traffic patterns, trespass concerns, and emerging issues

HH-3

FY 2028-FY 2029
(ONGOING)

Selected stewardship organization:

- Continue stewardship and guidance activities with adjustments based on observed conditions and community feedback
- Share regular summaries of relevant observations with HTA and other partners

HTA:

- Work collaboratively with the stewardship organization to explore feasible options for continuity beyond DMAP funding and implementation period
- Use stewardship insights to inform broader consideration of complementary management measures, without presuming implementation

Anticipated deliverables:

- Active, community-led visitor stewardship and guidance presence in Ke‘anae
- Community-approved visitor messaging and guidance tools deployed on site, as appropriate
- Regular summaries of visitor behavior, challenges, recommendations, and safety concerns
- Assessment of potential pathways for stewardship continuity beyond DMAP funding

Intended outcomes:

- Reduced trespass into lo‘i kalo and residential areas
- More predictable, safer, and more respectful visitor movement in the Ke‘anae Peninsula
- Reduced visitor confusion and wandering, decreasing roadway conflict
- Improved safety for road users and nearby residents

HH-4: LAUNCH A PLACE-BASED HĀNA HIGHWAY TOUR GUIDE CERTIFICATION PROGRAM

HH-4

Management Strategy: Uphold Cultural and ‘Āina Stewardship, Share Maui’s Story with Unity, Truth, and Place



Goal: Develop and launch a community-informed Hāna Highway tour guide certification program to equip operators with culturally accurate *mo‘olelo* (stories), safety guidance, and place-based *‘ike* (knowledge), while establishing standards for respectful, safe, community-supported commercial activity in the corridor.

Justification: East Maui residents and cultural practitioners expressed concern that some commercial tour activity along the Hāna Highway contributes to unsafe roadside behavior, trespass onto private and cultural lands, congestion, and the spread of inaccurate or exaggerated narratives about the area. Community members emphasized that improving conditions requires more than enforcement: it requires setting shared expectations grounded in local knowledge and accountability.

A place-based certification program offers a proactive tool to elevate standards for cultural accuracy, safety, and respectful conduct, improving the accuracy of the visitor experience, resident satisfaction, and the quality of guided tours along the corridor. While HTA serves as the formal certifying entity for administration and recognition, the program is designed to be community-led in content, delivery, and cultural authority.

Lead: Hawai'i Tourism Authority (HTA): *procurement, oversight, certification, and incentive coordination*

Projected partners:

- Contracted community organization(s): *design/delivery of curriculum, cultural standards*
- Commercial tour operators and professional guide associations: *Program participation*

Other projected stakeholders:

- Cultural practitioners, kūpuna, and lineal descendants: *mo'olelo and place-based knowledge*
- Department of Land & Natural Resources – State Parks, DOCARE, DOFAW: *regulatory context*
- Hawai'i Department of Transportation (HDOT): *regulatory context, roadway safety context, Public Utilities Commission enforcement*
- Visitor bureaus and visitor-facing businesses/staff: *incentive pathways and operator recognition*

Implementation framework:

PHASE	PROPOSED ACTION STEPS
FY 2028	HTA: • Conduct a competitive procurement process to engage one or more qualified, 'āina-based organizations to develop the curriculum and program framework • Establish HTA's role as the formal certifying entity, in partnership with community co-designers who contribute cultural and other content standards • Define the overall program structure, certification scope (guide-level, company-level, or both), participation requirements, and renewal considerations • Ensure protection of indigenous intellectual property as part of procurement and program/certification development processes • Design and manage incentive pathways for certified participants, which may include concierge recognition, promotion, or preferred-partner designation Selected community organization(s) (with HTA support): • Co-design a place-based curriculum grounded in East Maui 'ike, mo'olelo, corridor safety realities, access boundaries, and respectful visitor management practices • Engage corridor communities and relevant agencies in curriculum development, with clear protections for cultural knowledge • Develop training materials and learning modules for the program • Create a community-informed tourism map identifying supported areas, appropriate stopping locations, sensitive places to avoid and areas where commercial access is prohibited for use by certified operators • + HTA: Develop certification criteria and operational standards

FY 2029

Selected community organization(s) (with HTA support):

- + HTA: Deliver certification training sessions and curriculum modules, serving as the primary instructors and evaluators for the program
- Apply defined standards to guide participant assessment, completion, and ongoing alignment with place-based expectations
- Maintain and update curriculum content and the regenerative tourism map as conditions, community priorities, or corridor realities evolve
- Provide input to HTA regarding certification status, renewal considerations, and program refinements based on observed outcomes

HTA (and partners):

- Formally recognize and certify participants who complete the community-delivered program and meet established criteria
- Support program visibility and uptake through incentive pathways, including coordination with hotels, concierges, and visitor-facing partners
- Track participation and high-level outcomes to inform future support, potential expansion, or long-term transition planning

Anticipated deliverables:

- Community-designed and -administered, HTA-certified tour guide certification program
- Curriculum grounded in East Maui cultural knowledge and corridor-specific safety guidance
- Regenerative tourism map identifying community-supported areas and locations to avoid
- Defined certification criteria, incentive, and recognition framework
- At least five (5) tour companies certified by end of FY 2029
- At least ten (10) individual guides certified by end of FY 2029

Intended outcomes:

- Improved cultural accuracy and respectful conduct among commercial tour providers
- Safer and more predictable commercial driving and stopping behavior along the Hāna Highway
- Stronger community voice and oversight in shaping tour activity
- Clear, incentive-based standards that elevate responsible operators

HH-5: IMPROVE PULL-OUT AWARENESS AND TRAFFIC FLOW WITH GUIDANCE SIGNAGE

Management Strategy: Center Community Well-Being & Shared Benefit, Design Safe and Predictable Pathways



Goal: Reduce unsafe stopping, improve resident mobility, and increase traffic safety along Hāna Highway by installing traffic guidance signage and roadway markings to help drivers anticipate pullouts, understand yielding expectations, and drive more predictably on a rural, low-connectivity corridor.

Justification: Unsafe stopping, queues behind slow-moving vehicles, and difficulty passing on the highway cause frustration for residents and create safety risks for visitors. Visitors, however, are often unfamiliar with the highway and may not know when or where it is safe to pull over, especially given narrow shoulders, inconsistent turnout visibility, and limited internet connectivity.

Past County and State plans (including the 1994 *Hāna Community Plan* and HDOT's 2014 *Hāna Belt Road Bridge Preservation Plan*) have noted the need for improved rural-appropriate traffic guidance along the corridor. Providing clear, in-the-moment cues can reduce sudden stopping, improve traffic flow, and support safer travel without fundamentally altering the character of the highway.

Lead: Hawai'i Tourism Authority (HTA): *consultant procurement and coordination support*

Projected partners:

- Hawai'i Department of Transportation (HDOT) – Highways: *review, approval, and installation authority*
- Contracted consultant: *assessment and design of traffic guidance measures*
- Department of Land & Natural Resources (DLNR), Division of Forestry & Wildlife (DOFAW): *forestry reserve coordination*
- County of Maui – Public Works, Transportation: *county-related transportation input*
- East Maui community stewardship partners and community organizations: *community input*

Implementation framework:

PHASE	PROPOSED ACTION STEPS
FY 2028	HTA (in coordination with HDOT): • Procure professional support to conduct a focused, implementation-oriented assessment of pullout use, yielding behavior, and traffic flow along priority segments of the Hāna Highway, grounded in resident experience and observed visitor behavior. • Work with HDOT to define parameters for traffic guidance signage and roadway markings that may be installed within the DMAP period, consistent with State standards, corridor conditions, and HDOT programming and maintenance processes Contracted support (with HDOT review): • Identify locations where advance guidance, pavement markings, or yielding cues would most effectively reduce unsafe stopping and improve traffic predictability • Develop recommended signage concepts and placement approaches intended for near-term installation, subject to HDOT approval

FY 2029

HDOT:

- Review and approve traffic guidance signage locations and designs
- Advance fabrication and installation of approved signage and roadway-marking guidance measures at priority locations
- Monitor observed changes in pullout use, traffic flow, and unsafe stopping
- Make targeted adjustments to signage placement or guidance, as needed
- Incorporate lessons learned into the corridor management plan (*Action HH-1*)

HTA: Coordinate complementary visitor-facing messaging, where appropriate, to reinforce safe driving and pullout use along the corridor

Anticipated deliverables:

- HDOT-approved traffic guidance signage and road plan for priority segments of Hāna Highway
- Installation of traffic guidance signage at approved locations within the DMAP period
- Summary of observed changes and recommended refinements to improve effectiveness

Intended outcomes:

- Visitors better understand when and how to safely yield and use pullouts
- Reduced sudden stopping and unsafe roadside behavior
- Improved resident mobility, daily travel experience, and emergency vehicle access
- Safer, more predictable traffic flow along the Hāna Highway
- Practical, implementable safety improvements aligned with long-term corridor management

HH-6: PILOT A CORRIDOR HOST PRESENCE AT KAUMAHINA STATE WAYSIDE PARK

Management Strategy: Center Community Well-Being & Shared Benefit, Design Safe and Predictable Pathways, Share Maui's Story with Unity, Truth, and Place



Goal: Pilot a corridor host presence at Kaumahina to support safer visitor movement, reinforce corridor expectations, and provide consistent orientation at a high-use stopping point along Hāna Highway.

Justification: Kaumahina State Wayside functions as a key pause point along the Hāna Highway, with restrooms and parking that attract visitors traveling in both directions. A corridor host presence at the site offers a non-regulatory, human-scale approach to reinforcing expectations at a predictable location, while also creating a mechanism for documenting recurring safety or commercial activity concerns. Establishing this presence as a pilot allows partners to evaluate effectiveness, operational feasibility, and long-term governance before considering expansion or permanence.

Lead: Hawai'i Tourism Authority (HTA): *procurement, program oversight, and coordination*

Projected partners:

- Contracted community-based stewardship organization(s): *on-site host operations & orientation*
- Department of Land & Natural Resources (DLNR) – State Parks: *site coordination*

Other projected stakeholders:

- Hawai'i Department of Transportation (HDOT) – Highways: *roadway regulations*
- East Maui community stewardship groups and lineal descendant *‘ohana* (families): *place-based guidance, cultural context and authority*

Implementation framework:

PHASE	PROPOSED ACTION STEPS
FY 2028	HTA: • + community partners: Define the scope, objectives, and operational parameters for a corridor host presence at Kaumahina, aligned with corridor priorities and agency roles • Confirm site permissions, coordination protocols, and compliance requirements with DLNR State Parks, DOCARE, HDOT, and relevant County departments • Determine how the Kaumahina host presence will interface with nearby East Maui stewardship efforts to ensure consistency and avoid duplication • Develop procurement documents, evaluation criteria, and budget guidelines • Begin internal planning with partners regarding long-term funding and governance pathways beyond the DMAP period
FY 2029	HTA: • Conduct a competitive procurement or formal selection process to identify a qualified, community-grounded organization to operate the corridor host presence at Kaumahina. • Execute agreements outlining roles, reporting, coordination with State Parks, and data-sharing expectations • Provide operational funding to support implementation during the DMAP period • Work actively with the selected organization and agency partners to identify and pursue long-term funding, governance, and stewardship integration options, including County participation or incorporation into broader East Maui stewardship systems • + DLNR & County partners at conclusion of pilot: ◦ Review implementation outcomes and operational feasibility ◦ Assess readiness for continuation, modification, or transition of the host presence beyond the DMAP period

FY 2029
(CONT.)

Selected stewardship organization(s):

- Implement a corridor host presence at Kaumahina consistent with the approved scope and operating parameters
- Provide place-based visitor orientation and corridor guidance
- Document observations related to visitor behavior, safety conditions, operational needs, and illegal commercial activity to inform management. Report to respective agency

Anticipated deliverables:

- Executed agreement with a community-based organization to operate a corridor host presence at Kaumahina
- At least a six-month on-site stewardship / host pilot conducted during FY 2029
- Defined operating framework for the Kaumahina host presence, including scope, coordination protocols, and reporting expectations
- Visitor-orientation and safety guidance materials to support on-site host interactions
- Documentation capturing observations related to visitor behavior, safety conditions, operational needs, and illegal commercial activity
- Preliminary sustainability pathway outlining options for continued funding, governance, or integration beyond the DMAP period

Intended outcomes:

- Improved visitor understanding of corridor expectations, driving behavior, site context, and community-supported locations visitors are encouraged to visit
- Reduced unsafe or unpredictable visitor behavior through consistent, on-site guidance
- Clear evidence base to inform decisions about continuation of corridor host presence
- Identified pathways for long-term stewardship

3. "FAMOUS ARE THE FOUR WATERS
A REFRAIN, A NAME, AN ANSWER
WAIKAPŪ, WAILUKU, WAIIEHU
WATER DESCENDS IN WAIHE'E"

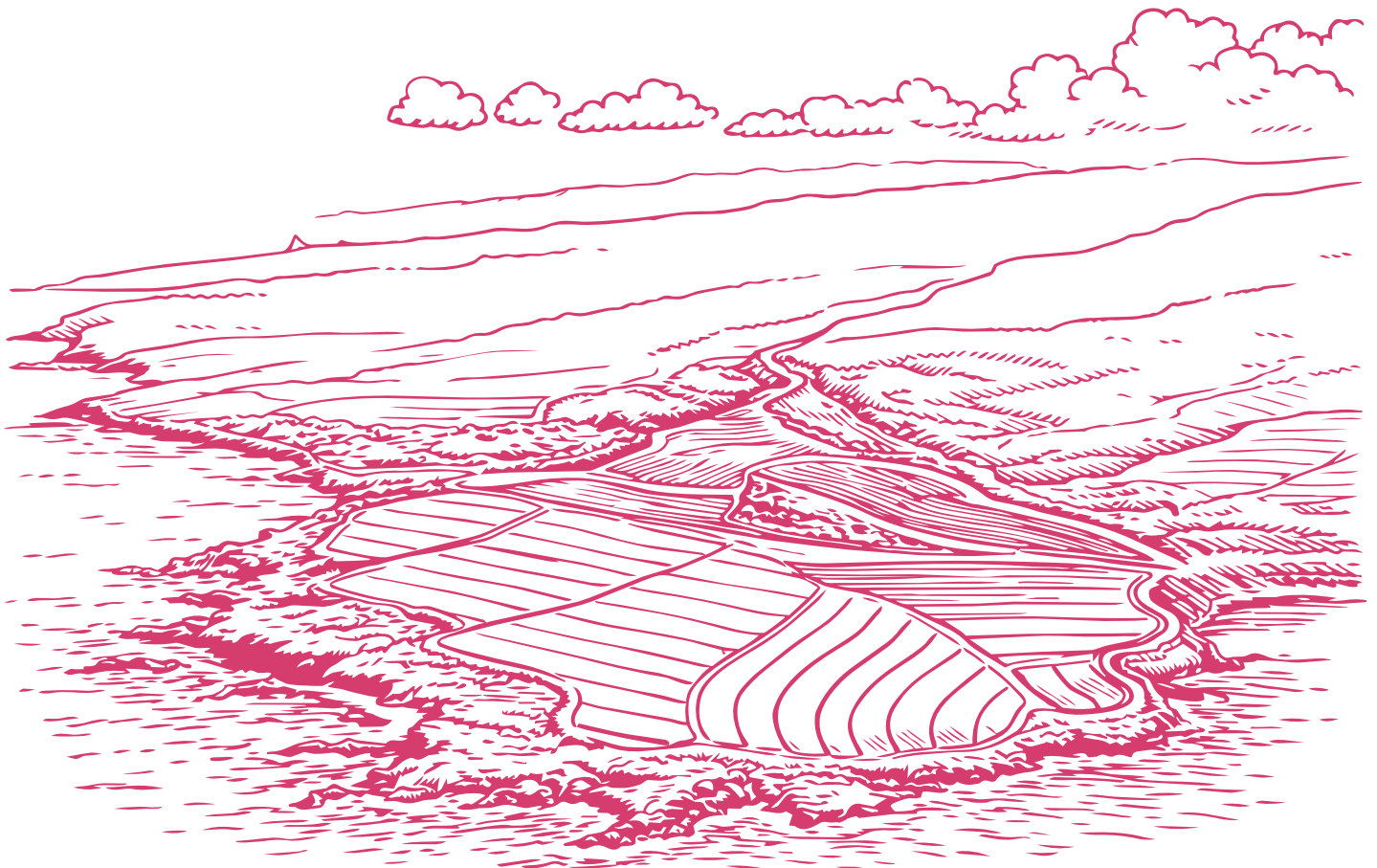
HOTSPOT:

HONOLUA BAY & LĪPOA POINT

LOCATION: HONOLUA, KĀ'ANAPALI, MAUI

Honolua Bay and Līpoa Point constitute a *wahi pana* (storied place) tended for generations by lineal descendant 'ohana (families) and home to a fragile reef, native species, and coastal ecosystems. Unmanaged visitation, roadside parking, erosion, and crowding on land and in water have contributed to natural and cultural resource strain. Residents across Maui raised concerns that mirror what is occurring at Honolua: unmanaged parking, unsafe stopping along roads, shoreline and ocean crowding, limited resident access, and reef impacts from unaware visitors.

Resident and industry stakeholders repeatedly emphasized the need for clearer visitor site guidance, better arrival management, predictable systems for sensitive sites, and more effective coordination among agencies. They noted that visitor behavior often improves when expectations are set, when education happens before and upon arrival, and when sites with limited capacity have systems to control flow. Many expressed that preserving resident and lineal descendant access must also remain central to any approach.



Honolua is now the focus of a long-term, community-led stewardship effort by the Save Honolua Coalition and its *Pu‘uhonua o Honolua* plan, developed in collaboration with DLNR, Maui Land & Pineapple, lineal descendants, and cultural practitioners. This plan envisions culturally-based, managed access that protects ecological integrity and maintains appropriate access for those with ancestral ties. The DMAP supports this direction by focusing on the plan’s **visitor-facing components** – impact reduction, access management, and education – that complement the broader stewardship framework being advanced for Honolua.

Other community-led, agency-led, or otherwise funded actions that advance the following priorities derived from stakeholder engagement may be considered aligned with destination management outcomes for the area:

1. **Protection, restoration, and regeneration of ecological integrity**, including reef health, nearshore ecosystems, and coastal landscapes
2. **Preservation and priority of lineal descendant access, practice, and benefit**, ensuring families with ancestral ties retain appropriate access and are not displaced by visitor use
3. **Safe, predictable, and managed visitor arrival and movement**, reducing roadside congestion, unsafe stopping, and crowding on land and in the water
4. **Clear visitor expectations and education**, grounded in cultural protocol, reef protection, and appropriate behavior before and upon arrival
5. **Visible, place-based stewardship presence** by lineal descendants and other local people, to guide visitor behavior through real-time interaction and hosting
6. **Sustainable pathways for community benefit and stewardship capacity**, including approaches that reduce long-term reliance on short-term intervention

HOTSPOT INDICATORS

OVERALL PRIORITY

IDENTIFICATION

Access Infrastructure
& Arrival Pressure

On-Site Capacity
& Crowd Pressure

Community Strain
& Resident Impact

Site Degradation
& Maintenance Stress

CONTEXT & COMPOUNDING FACTORS

Cultural Sensitivity

Environmental
Sensitivity

Safety & Risk

Visibility & Promotion

Local Economic
Benefit & Reciprocity

FEASIBILITY & VIABILITY

Jurisdictional Clarity
& Legality of Access

Cost & Resource
Demand

Implementation
Timeline & Complexity

DMAP Alignment &
Partnership Leverage

SITE SWOT

STRENGTHS

- Deep cultural history and ancestral significance
- Renowned marine ecosystem with high biodiversity
- Stewardship plan through Save Honolua Coalition
- Landscape naturally suited to guided experiences
- Protected bay with exceptional natural beauty

OPPORTUNITIES

- Strengthen cultural stewardship through hosting
- Reduce ecological strain via managed access
- Enhance visitor understanding with guided pathways
- Improve safety through structured arrival systems
- Build long-term community capacity for management
- Strengthen relationships and coordination between the pu'uhonua stewardship team and marine-based operators to support consistent, culturally grounded visitor education across all experiences

WEAKNESSES

- Fragile coral and nearshore ecosystems
- Limited space for safe roadside vehicle stopping
- Narrow access corridor prone to bottlenecks
- Excessive unmanaged visitation has led to harm to the natural environment and resident/descendant access
- Limited effectiveness of Marine Conservation District managing boating behavior
- Limited coordination and integration between pu'uhonua steward-led cultural orientation efforts and marine-based visitor experiences

THREATS

- Continued high visitation overwhelming sensitive areas
- Coral decline accelerating under climate pressures
- Unauthorized entry routes undermining protections
- Commercial ocean vehicles running aground
- Visitor expectations shaped by previous access
- Issues with lineal descendant access to the site
- Chemicals in the water related to land runoff and boat groundings



VERY HIGH/VERY LOW



HIGH/LOW



MODERATE



LOW/HIGH



N/A

*PLEASE SEE COLOR SCALE ON PAGE 24 FOR HOTSPOT ANALYSIS

MANAGEMENT ACTIONS, HONOLUA BAY & LĪPOA POINT (HB)

These actions support the visitor-facing elements of the Save Honolua Coalition (SHC)'s Pu'uhonua o Honolua managed-access plan. The Department of Land & Natural Resources (DLNR), Maui Land & Pineapple (partial landowner), cultural practitioners, and community partners are already collaborating with SHC on long-term stewardship, and access for Honolua Bay, with an anticipated long-term lease agreement and an active land purchase process with support from the Trust for Public Land already underway, along with verbal commitments from DLNR-State Parks supporting SHC co-management of state lands adjacent to Honolua Bay. DMAP actions serve to provide targeted funding to support visitor-facing components of SHC's intended management work (i.e., how visitors arrive, are oriented, and move through the area).

Proposed lead (HB-1 – HB-3): Save Honolua Coalition: *managed-access implementation and operations*

Projected implementation partners (HB-1; HB-2):

- Hawai'i Tourism Authority (HTA): *coordination (all) and DMAP funding*
- Department of Land & Natural Resources (DLNR) – Land Division: *land management authorization*, State Parks: *site administrator*; Aquatic Resources (DAR): *marine resources*; Boat & Ocean Recreation (DOBOR): *ocean operator context and engagement*
- Hawai'i Department of Transportation (HDOT) – Highways: *roadway access & safety coordination*
- Maui Land & Pineapple: *partial landowner*
- Trust for Public Land: *land purchase assistance*
- Lineal descendants: *cultural, historical, and genealogical context*

HB-1: IMPLEMENT A PARKING, SITE RESERVATION & SHUTTLE SYSTEM FOR HONOLUA BAY

HB-1

Management Strategy: Center Community Well-Being & Shared Benefit,
Design Safe and Predictable Pathways



Goal: Implement a parking management, site reservation, and shuttle-supported arrival system at Honolua Bay as central components of a broader managed visitor access approach, improving safety, reducing roadside congestion, and creating more predictable visitor flow to the Bay.

Justification: Island-wide engagement reinforced that unmanaged roadside parking, unpredictable visitor surges, and unclear arrival processes contribute to safety risks, congestion, and strain at high-use sites on Maui, including Honolua Bay. The *Pu'uhonua o Honolua* plan identifies parking management, reservation-based entry, and shuttle-supported arrival as essential building blocks of managed access at the Bay, enabling safer arrival, controlled visitor volumes, and clearer expectations before visitors reach the site.

This action advances implementation of those parking, reservation, and shuttle systems as primary visitor-facing access mechanisms, while recognizing that managed access at Honolua Bay also relies deeply on complementary

stewardship, education, and adaptive management efforts addressed through related actions. DMAP resources for this action are focused on enabling these core access systems during early implementation, consistent with plan priorities and available funding.

Implementation framework:

PHASE	PROPOSED ACTION STEPS
FY 2027	Save Honolulu Coalition (with DLNR): • Advance early implementation of managed visitor access for Honolulu Bay consistent with the <i>Pu‘uhonua o Honolulu</i> plan, including off-site parking, reservation-based entry, shuttle-supported arrival, and visitor-flow staffing • Define visitor-access protocols (reservation requirements, arrival protocols, staging, access conditions) needed for phased implementation and partner coordination HTA (via DMAP): • Conduct a procurement process to establish a contractual relationship with Save Honolulu Coalition • Provide time-limited funding support to secure and operate a reservation and visitor-information system for Honolulu Bay, including setup, licensing, and early operational costs, as aligned with DMAP priorities and available resources • Provide time-limited funding support for shuttle and orientation components associated with shuttle use, in coordination with SHC and DLNR • Support development and dissemination of visitor-access communications, including reservation instructions, arrival guidance, and safety expectations, through relevant visitor-facing channels
FY 2028–2029	Save Honolulu Coalition: • Continue operating and refining the reservation system, parking, and shuttle-based access model based on observed conditions, safety needs, and visitor flow • Transition access management toward longer-term operational funding, including reservation or access-related revenue where applicable, and other sources HTA (via DMAP): • Continue limited funding support for agreed-upon visitor-facing access components during the transition period, with the expectation that DMAP funding will be reduced as operational revenues or alternative funding sources grow • Maintain coordination on visitor-access messaging to ensure accuracy and consistency as systems stabilize • Document lessons learned related to reservation-based access, phased funding, and shuttle-supported arrival to inform future destination management actions

HB-1

Anticipated deliverables:

- Reservation and visitor-information system secured and operational for Honolua Bay
- Off-site parking and shuttle-supported visitor access to reduce roadside parking
- Clear visitor-access requirements and arrival guidance developed and distributed
- Coordination materials enabling integration with statewide visitor-education platforms
- Phased funding approach documented, identifying gradually reduced DMAP support as access systems generate operational revenue

Intended outcomes:

- Safer, more predictable visitor arrival patterns at Honolua Bay
- Reduced roadside congestion and unsafe parking conditions
- Improved visitor compliance with access requirements before arrival
- Increased resident access and reduced conflict at the site
- Financially viable managed-access system with decreasing reliance on DMAP funding over time

HB-2: STRENGTHEN VISITOR EDUCATION THROUGH CULTURAL TRAIL DEVELOPMENT

HB-2

Management Strategy: Design Safe and Predictable Pathways, Uphold Cultural and 'Āina Stewardship, Share Maui's Story with Unity, Truth, and Place



Goal: Implement the trail-based visitor education and orientation components, including on-site hosting stewards, as described in the *Pu'uhonua o Honolua* managed-access plan, which guide appropriate visitor movement and behavior along the access corridor to Honolua Bay, after arriving by shuttle.

Justification: Community engagement across Maui and the success of the Mālama Maui Hikina program reinforced the finding that visitors behave better and cause fewer impacts when hosted by trained stewards, guided through culturally grounded interpretation, and given clear expectations on arrival. The *Pu'uhonua o Honolua* plan identifies trail-based orientation and on-site hosting as vital to improving visitor behavior and experience, guaranteeing access for residents and lineal descendants, protecting cultural and natural resources, and ensuring that visitors understand expectations before entering sensitive areas.

This action focuses specifically on the steward-led **upland trail and arrival-side visitor education system** envisioned in the POH plan, complementing managed access and shuttle systems (HB-1) and makai-based stewardship and education (HB-3) in advancing a comprehensive, multifaceted management system

Implementation framework:

PHASE	PROPOSED ACTION STEPS
FY 2027	Save Honolua Coalition: • Advance development of the upland cultural trail and associated visitor-orientation approach as described in the <i>Pu'uhonua o Honolua</i> plan • Develop culturally grounded visitor-education content addressing protocol, safety, reef protection, and appropriate movement through the corridor for hosting stewards • Begin implementation of an on-site orientation host model focused on upland arrival areas and trail access, led by hosting stewards HTA (via DMAP): • Provide funding support for hosting stewards who will welcome shuttle-users and lead them down the cultural corridor trail • Provide targeted, time-limited funding support for visitor-facing components of the management plan related to trail-based orientation and hosting, which may include: ◦ Trail-based development, interpretive, and wayfinding elements ◦ Uniforms and materials for hosting stewards ◦ Visitor-education materials to be utilized by hosting stewards • Coordinate integration of Honolua visitor-education content into broader visitor-facing channels, where appropriate
FY 2028–FY 2029	Save Honolua Coalition: • Operate and refine steward hosting in coordination with HTA, DLNR, cultural practitioners, and lineal descendants • Install and maintain approved interpretive and safety guidance along the trail and staging areas, consistent with POH plan phasing • Adjust hosting approaches based on visitor flow, site conditions, and cultural guidance as managed access expands HTA (via DMAP): • Continue limited funding support for host stewards, with the expectation that DMAP funding will be reduced as operational revenues or alternative funding sources grow

HB-2

Anticipated deliverables:

- Operational cultural trail used for visitor orientation and guided movement
- Hosting steward presence to welcome shuttle users and guide them along the cultural trail to the bay with orientation and education
- Visitor-education materials utilized by on-site hosting stewards
- Documented education and hosting approach aligned with the *Pu‘uhonua o Honolulu* plan

Intended outcomes:

- Visitors receive culturally grounded orientation before entering sensitive areas
- Improved visitor behavior and reduced off-trail movement along the upland corridor
- Strong alignment between managed access systems (HB-1) and on-the-ground education
- Reduced pressure on cultural and natural resources through proactive hosting
- A durable, community-led model for trail-based visitor education at Honolulu Bay

HB-3: STRENGTHEN ON-SITE STEWARDSHIP AND MARINE-BASED VISITOR ENGAGEMENT

HB-3

Management Strategy: Center Community Well-Being and Shared Benefit, Uphold Cultural and ‘Āina Stewardship, Share Maui’s Story with Unity, Truth, and Place



Goal: Support continued presence and evolution of on-site (makai) stewardship to guide visitor behavior, protect marine and shoreline resources, and strengthen place-based understanding within the Bay.

Justification: Stakeholders highlighted the need for regular on-the-ground presence at sensitive coastal sites, emphasizing that visitors are often curious about or lack awareness of reef fragility or appropriate behavior around *honu* (turtles) and other marine life. SHC currently provides Makai Watch (DLNR program) stewardship at Honolulu Bay that offers real-time guidance and monitoring, and their *Pu‘uhonua o Honolulu* plan envisions continued and strengthened on-site stewardship as part of long-term care for the area.

Stakeholders also emphasized the importance of engagement, coordination, and steward-led education with commercial vessels and private boats to ensure that marine-based activities align with stewardship goals and expectations within the Bay. This action expresses support for the continuation and potential expansion of makai stewardship efforts, recognizing that on-site guidance, education, and presence are essential to protect Honolulu’s marine environment and reinforcing respectful visitor relationships to place.

Implementation framework:

PHASE	PROPOSED ACTION STEPS
FY 2027-FY 2029 (Ongoing)	Save Honolulu Coalition: • Continue and strengthen Makai Watch and on-site stewardship presence within Honolulu Bay, providing visitor guidance, cultural and historical orientations, marine education, and shoreline safety awareness directly in the <i>makai</i> environment • Identify and pursue funding opportunities to sustain and expand makai stewardship and Makai Watch operations, consistent with the <i>Pu‘uhonua o Honolulu</i> plan • Expand relationship-building and coordination among land-based stewardship organizations, marine-based operators, and relevant agencies to extend culturally grounded, consistent stewardship education to marine-based visitors HTA (via DMAP): • Conduct a procurement process to establish a contractual relationship with Save Honolulu Coalition to conduct stewardship presence • Facilitate coordination conversations among SHC, relevant agencies, and industry partners to support alignment around on-site stewardship goals and marine-based visitor engagement/education • Support the sharing of culturally grounded stewardship guidance between place-based stewardship groups and marine-based operators to promote consistent visitor understanding and expectations within the Bay

Anticipated deliverables:

- Continued and strengthened Makai Watch and on-site stewardship presence within Honolulu Bay
- Visitor-facing marine education and shoreline safety guidance delivered in the *makai* environment
- Identified and advanced opportunities to strengthen coordination between Save Honolulu Coalition and marine-based operators, including approaches to extend consistent, culturally grounded stewardship education to marine-based visitors
- Coordination and information materials supporting consistent understanding of stewardship practices within the Bay

Intended outcomes:

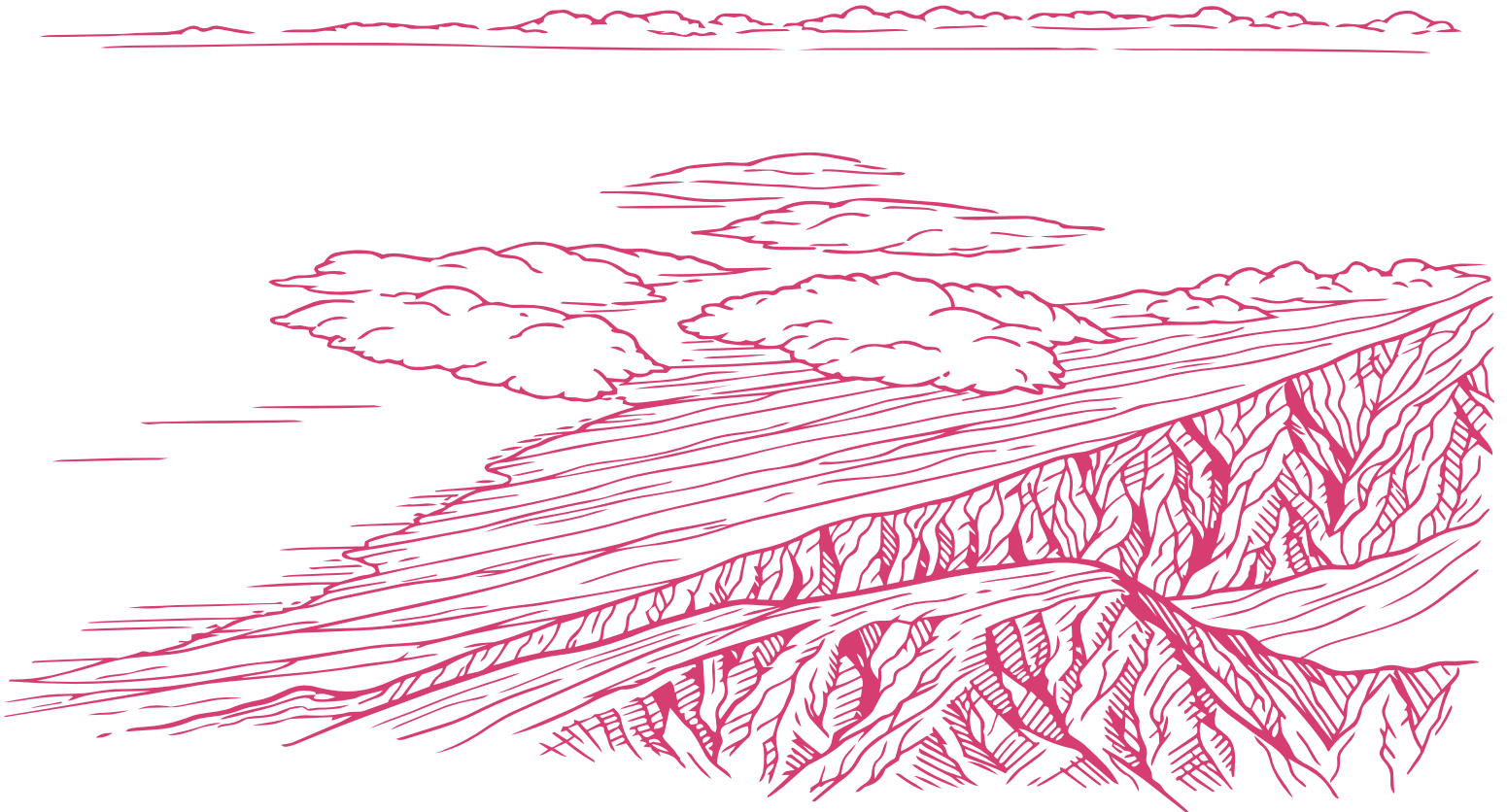
- Community-led placemaking, grounding the site in local, cultural, historical, and ecological identity
- Improved visitor awareness of reef protection, marine life respect, and shoreline safety
- Reduced marine and shoreline impacts through consistent, on-site guidance and presence
- Stronger alignment of visitor behavior and stewardship expectations across land- and marine-based experiences through coordination, relationship-building, and consistent culturally grounded education
- Enhanced protection of Honolulu’s marine environment while supporting meaningful understanding of place

SITE OF EMERGING STRAIN: **KAUPŌ**

LOCATION: NAHOLOKU, KAUPŌ, MAUI

Stretching along the remote south flank of Haleakalā, **Kaupō** is a sparsely populated rural community that visitors often pass through on the “Back Road to Hāna.” Although known for its history of extensive, native dryland agriculture, coastal villages, and the prominent Kaupō Gap leading into Haleakalā Crater, Kaupō remains one of Maui’s most historically rich yet least interpreted landscapes.

Recent road paving has increased speeds and the number of vehicles moving through the region, bringing new safety challenges for residents while offering visitors no further opportunity to stop, learn, or meaningfully support the community. Instead, residents described increased serious safety issues as a result of increased visitor presence, including near misses, collisions, and a fatal accident near Mile Marker 36. With no restrooms or formal stopping points, visitors pull over on shoulders, creating additional safety and sanitation challenges.



At the same time, residents expressed interest in **exploring small, community-led visitor opportunities** such as the historic Kaupō General Store or other modest, culturally grounded activities that could one day bring revenues into the remote community, improve the visitor experience and reduce unsafe, unsanitary roadside stopping. Such opportunities could create appropriate places to pause, offer basic services, and channel visitor spending to benefit local families. These ideas remain exploratory and community-paced, but they present a path for strengthening safety, improving visitor understanding, and increasing resident benefit in a region that visitors currently pass through quickly.

This plan advances a limited set of two near-term actions focused on safety and facilitation. Other community-led, agency-led, or otherwise funded actions that advance the following priorities derived from stakeholder engagement may be considered aligned with destination management outcomes for the area:

1. **Resident safety and daily mobility** along Pi'ilani Highway and at known hazard locations
2. **Reduction of unsafe roadside stopping** through the creation of appropriate alternatives
3. **Community involvement in visitor engagement**, including the timing, scale, and nature of visitor-facing opportunities
4. **Culturally grounded interpretation and storytelling** that reflects Kaupō's history and sense of place, rather than "pass-through" tourism
5. **Community-led economic benefit**, striving to ensure that visitor spending supports local families

HOTSPOT INDICATORS

OVERALL PRIORITY

IDENTIFICATION

CONTEXT & COMPOUNDING FACTORS

FEASIBILITY & VIABILITY

Access Infrastructure
& Arrival Pressure

On-Site Capacity
& Crowd Pressure

Community Strain
& Resident Impact

Site Degradation
& Maintenance Stress

Cultural Sensitivity

Environmental
Sensitivity

Safety & Risk

Visibility & Promotion

Local Economic
Benefit & Reciprocity

Jurisdictional Clarity
& Legality of Access

Cost & Resource
Demand

Implementation
Timeline & Complexity

DMAP Alignment &
Partnership Leverage

SITE SWOT

STRENGTHS

- Rich Hawaiian cultural district and history
- Sweeping landscapes of Haleakalā's south flank
- Strong rural identity and community cohesion
- Deep sense of place with minimal development
- Historic structures with storytelling potential

OPPORTUNITIES

- Improve roadway safety through targeted mitigation
- Foster community-led visitor opportunities over time
- Provide appropriate stopping points to reduce hazards
- Strengthen visitor understanding of Kaupō's history
- Grow relationships with tour operators and partners

WEAKNESSES

- Narrow, winding road with blind hills on one lane roads
- No restrooms, pullouts, or safe stopping areas
- Weak cellular and emergency connectivity
- Visitors often unaware of place's cultural depth
- Sparse infrastructure to support visitor engagement

THREATS

- Increasing traffic speeds after paving
- Ongoing unsafe stopping without formal areas
- Sanitation and safety concerns persisting without options
- Limited agency resources for remote-area management
- Visitor behavior shaped by fast pass-through expectations



VERY HIGH/VERY LOW



HIGH/LOW



MODERATE



LOW/HIGH



N/A

*PLEASE SEE COLOR SCALE ON PAGE 24 FOR HOTSPOT ANALYSIS

MANAGEMENT ACTIONS, KAUPŌ (KP)

KP-1: ADDRESS COMMUNITY-IDENTIFIED SAFETY HAZARDS ALONG PI'ILANI HIGHWAY

KP-1

Management Strategy: Center Community Well-Being & Shared Benefit,
Design Safe and Predictable Pathways



Goal: Reduce safety risks along Pi'ilani Highway by addressing specific, community-identified hazard locations that have become more dangerous after recent roadway paving and increased vehicle speeds.

Justification: Kaupō residents reported that the recent paving of Pi'ilani Highway has led to higher speeds and increased visitor and through-traffic along a corridor characterized by dangerous blind hills on narrow one-lane sections, and unstable terrain. Additionally, while honking around blind curves is a customary and appropriate safety practice on rural roads, residents noted that increased honking, along with cars traveling at higher speeds coupled with visitor unfamiliarity with the corridor, have heightened disruption to daily life.

Community members identified two priority concerns: (1) blind hills where faster-moving vehicles now approach with no sight distance of oncoming traffic, and (2) an unstable ground area near Mile Marker 36 (Hale Ki'i), where a fatal accident occurred and where visitors continue to stop without clear hazard warning. Addressing these locations through appropriate interventions would directly respond to community requests and improve safety for residents, visitors, and tour operators using the corridor.

Proposed lead: Maui County Department of Transportation (MDOT) – Highways: *roadway safety implementation*

Projected partners:

- Department of Land & Natural Resources (DLNR) – Land Division: *state land coordination*
- Hawai'i Tourism Authority (HTA): *visitor safety messaging support*

Implementation framework:

PHASE	PROPOSED ACTION STEPS
FY 2027-FY 2029 (during DMAP cycle)	MDOT: • Review community-identified hazard locations along Pi'ilani Highway near Kaupō, including blind one-lane hills and the unstable ground area near Mile Marker 36 • Determine and implement appropriate safety responses consistent with roadway standards and site conditions, which may include flashing indicators of oncoming traffic, warning signage, speed treatments (bumps), visibility enhancements, or other traffic-safety measures • Coordinate with DLNR as needed where land or access considerations apply

KP-1

FY 2027-FY 2029
(during DMAP cycle)

DLNR: Coordinate with MDOT regarding hazard identification and installation of signage or treatments on or adjacent to State lands, where applicable

HTA:

- Elevate community safety concerns through formal DMAP coordination channels to reinforce urgency and alignment with destination management priorities
- Support complementary visitor- and tour-operator-facing safety messaging once MDOT actions are identified or implemented

Anticipated deliverables:

- MDOT review and response to priority safety hazard locations identified by the Kaupō community
- Installation or implementation of appropriate safety measures at identified sites
- Updated visitor- and tour-operator-facing safety messaging aligned with roadway conditions

Intended outcomes:

- Reduced collision risk and safer driving conditions along blind hills near Kaupō
- Increased awareness of unstable ground and associated hazards near Mile Marker 36
- Improved alignment between roadway conditions, visitor behavior, and community safety following increased speeds and traffic volumes

KP-2: FACILITATE VISITOR INDUSTRY AWARENESS OF COMMUNITY-LED OPPORTUNITIES IN KAUPŌ (IF AND WHEN AVAILABLE)

KP-2

Management Strategy: Center Community Well-Being & Shared Benefit;
Share Maui's Story with Unity, Truth, and Place



Goal: Support Kaupō community members, if and when requested, by helping communicate the availability of safe, community-led stopping opportunities to tour operators and visitor-facing partners.

Justification: Kaupō residents shared that visitors frequently pass through the area without safe or appropriate places to stop, contributing to unsafe roadside behavior. Some community members working on the renovation of the historic General Store expressed interest in ensuring that, once reopened, tour operators are aware of the opportunity to stop there rather than along the roadway. Residents were clear that this effort is community-driven and contingent on local readiness, funding, and internal agreement. This action reflects a limited, facilitative role for destination management: supporting communication when the community requests it, without directing development, timing, or outcomes.

Proposed lead: Kaupō community members: *community direction & approval*

Projected partners:

- Department of Land & Natural Resources (DLNR) – Land Division: *State land coordination*
- Hawai'i Tourism Authority (HTA): *Visitor safety messaging support*

Other stakeholders: Tour operators active along the Pi'ilani Highway corridor: *Operational awareness*

Implementation framework:

PHASE	PROPOSED ACTION STEPS
FY 2027–FY 2029 (as requested)	Kaupō community members: • Share accurate, community-approved information with tour operators about safe, appropriate stopping options once available • Integrate community guidance into existing visitor-industry communication channels

Anticipated deliverables:

- Visitor-industry communication support provided upon community request
- Tour operators informed of safe, community-approved stopping options when available, improving the visitor experience

Intended outcomes:

- Reduced unsafe roadside stopping in Kaupō
- Improved alignment between tour operations and community preferences
- Community authority over timing and scale of local, targeted visitor engagement in the area
- Potential long-term improvements in visitor experience and safety

4. "THIS IS A NAME CHANT FOR YOU
GREAT MAUI OF KAMA
YOU ARE CHERISHED WITH PRIDE BECAUSE OF THE ROSE
REPLY TO YOUR NAME"

ADDITIONAL SITES UNDER STRAIN

In addition to **priority hotspots**, stakeholders identified other hotspots and sites under strain across Maui experiencing varying levels of tourism-related strain, access challenges, or community concern. These sites are listed below. While they were not advanced for targeted action in this DMAP cycle due to resource limitations, **other management actions** included in the following section are designed to shape destination-wide conditions in ways that are intended to improve conditions at multiple sites under strain.

Furthermore, work undertaken by community organizations, agencies, or other partners at these sites that advances the statewide destination management principles described in Section 1 and the island-specific management strategies outlined in Section 3 may be considered aligned with destination management objectives, where such efforts demonstrably contribute to improved safety and experience, reduced strain, cultural or environmental stewardship, and community well-being. The absence of site-specific actions in this plan is not meant to preclude aligned management efforts from occurring, provided such efforts remain consistent with all applicable legal restrictions, cultural protocols, and site-specific access limitations.

On that note, some sites may have **restricted or prohibited access** due to legal restrictions, access across privately held land, safety hazards, or presence of sensitive resources. Their inclusion reflects **observed or reported visitation and associated management concerns**, not an indication that they are appropriate for visitation or that intervention is warranted outside of authorized management actions.

HTA will continue to monitor these sites for changes in conditions, compounding pressures, and readiness for coordinated management action. As feasibility, resources, or partnerships evolve, these locations may be addressed within this DMAP cycle or considered for more targeted action in future DMAP cycles.

Additional Hotspots:

- Ho‘okipa[#]
- Ke‘anae Peninsula^{*#}
- Kihei-Wailea Shoreline (e.g., Kama‘ole I-III)
- Māla Wharf
- Nā‘ili‘ili-haele^{*#}
- Olowalu
- West Maui beaches (Pu‘amana to Nāpili)

Additional Sites Under Strain:

- Haleakalā National Park (particularly at sunset)*
- Hāna (Town)[#]
- Hanakao‘o
- Kanahā Beach Park
- Mākena State Park
- Pā‘ia, including Baldwin and “Baby” Beaches
- Pe‘ahi (“Jaws”)

* Hotspot in 2021-2023 Maui DMAP

Part of the Hāna Highway Corridor

06. OTHER ACTIONS



This Destination Management Action Plan (DMAP) is **first and foremost focused on hotspots and sites under strain**. As described in the preceding sections, these are critical locations where tourism-related pressure, safety risks, and impacts on cultural and natural resources are most acute, and where targeted, site-specific management is most urgently needed. These sites emerged consistently through community and industry stakeholder engagement and remain the central priority of this plan.

At the same time, stakeholders were clear that **conditions at individual sites do not occur in isolation**. Visitor behavior at hotspots is shaped by decisions made elsewhere in the destination system: where visitors are encouraged to go, what they understand before arrival on-island or at specific sites, how broad access is managed, and how agencies and partners coordinate across the island. Research conducted at the University of Hawai'i at Mānoa has observed that when access is restricted at a heavily visited location, displaced visitor demand often shifts to nearby sites rather than dissipating, reinforcing the need to consider how management at individual sites influences conditions elsewhere (Moromizato 2025). Without attention to these broader dynamics, even well-designed site-specific actions are more difficult to sustain and new hotspots can arise.

For this reason, the DMAP includes a limited set of other actions that **support and reinforce hotspot and site-specific management**. These actions align with Maui's destination management strategies (**Center Community Well-Being & Shared Benefit; Design Safe and Predictable Pathways; Uphold Cultural and 'Āina Stewardship; Share Maui's Story with Unity, Truth, and Place**) and respond to recurring calls for action raised through stakeholder engagement. Each action was refined in consultation with the Maui DMAP Advisory Group and relevant partners to best ensure alignment, feasibility, and shared accountability.

Unlike the hotspot and site-specific actions presented earlier in this plan, the actions in this section are not accompanied by multi-year implementation frameworks with year-by-year action steps or designations for leads or partners. This distinction is intentional. Many of these actions will be advanced through existing programs, initiatives, and planning processes that operate on their own update cycles within HTA and other agencies, where duplicative timelines would add limited value. Others rely on interagency coordination that cannot be effectively sequenced in advance. In these cases, flexibility is essential to ensure actions can be assigned, integrated, timed, and adapted as conditions evolve.

Island-Wide Actions (IW) focus on broad action related to items like visitor education and communication, activation of existing programs, community support, stewardship improvements, resident engagement, and interagency coordination. While distinct from the targeted actions presented for hotspots and sites under strain, the actions in this section are designed to make those site-based efforts more effective, durable, and responsive to community priorities by enhancing the broader management system in which those sites operate.

To seek alignment statewide, complementary initiatives are included in the DMAPs for Hawai'i's other five main islands. The actions advanced here reflect concerns heard consistently in community engagements on Maui while contributing to shared statewide principles of stewardship, harmony, regeneration, and collaboration. As these initiatives are implemented and evaluated, successful approaches may be refined and expanded to other parts of the state.

For detail on how action items were developed through stakeholder engagement, drafting, and review, refer to Section 2: Development Process for the Plan.

ISLAND-WIDE ACTIONS (IW)

IW-1: WELCOME & ORIENT MAUI VISITORS WITH COMMUNITY-FRONTED MESSAGING

IW-1

Management Strategy: Center Community Well-Being & Shared Benefit, Share Maui's Story with Unity, Truth, and Place



Goal: Deliver a coordinated, community-fronted welcome and visitor orientation initiative that helps visitors feel welcomed to Maui while grounding them in regional context, shared values, and clear expectations for respectful behavior across the island.

Justification: Residents shared that they feel many visitors arrive on and travel throughout Maui without a clear understanding of the island's diverse communities, sensitive natural and cultural places, or everyday realities that shape local life: from the ongoing recovery in Lahaina to narrow rural roads, water limitations, and the care required for shorelines and reef ecosystems. Community members emphasized that to be effective, visitor orientation should reflect **community voice** and offer welcome alongside place-based guidance that helps visitors understand where they are and the regional identities of local communities.

This action employs HTA's Visitor Education and Post-Arrival Marketing (VEPAM) initiative to develop a coordinated, Maui-specific welcome and orientation effort delivered after arrival through visitor-facing media and in-person industry touchpoints, such as through Maui Ambassadors, based in areas with high visitor foot traffic. Community-fronted orientations, through in-person interactions and media content, can shape visitor behavior, improve safety, and reinforce shared expectations across the visitor journey.

Orientation messaging may also highlight examples of community stewardship efforts and opportunities for visitors to *mālama 'āina* (care for the land) in appropriate and values-aligned ways, including voluntourism, learning about, or engaging with organizations and initiatives that care for Maui's landscapes, shorelines, and cultural sites. By pairing welcome with clear guidance, regional context, and pathways for respectful engagement, this effort supports stronger *pilina* (connection) between visitors and Maui's communities while reinforcing the *kuleana* (responsibility) that comes with being welcomed into place.

Anticipated deliverables:

- A Maui community-fronted welcome and orientation media package
- Visitor-facing guidance for post-arrival use and placement
- Distribution across a variety of visitor-facing touchpoints
- Aligned ambassador (volunteers or paid) deployment in areas with high visitor foot traffic, such as South Maui (e.g., Kihei) and West Maui (e.g., Kā'anapali)
- Inclusion of community stewardship examples or learning opportunities that help visitors understand how residents care for Maui's places
- Summary documentation of partner uptake, ambassador engagement, and placement contexts

IW-1

Intended outcomes:

- Visitors receive a clear, authentic welcome grounded in community voice shortly after arrival
- Increased visitor awareness of regional context, cultural values, and place-based expectations
- Greater awareness of community efforts that care for Maui's landscapes and cultural places
- Adoption of shared welcome and orientation messaging across visitor-facing partners
- More consistent destination-management messaging delivered through post-arrival touchpoints

IW-2: PILOT A CONDITION-RESPONSIVE NEARSHORE SAFETY & STEWARDSHIP GUIDANCE SYSTEM FOR PRIORITY SHORELINES

IW-2

Management Strategy: Center Community Well-Being & Shared Benefit, Design Safe and Predictable Pathways, Uphold Cultural and 'Āina Stewardship



Goal: Reduce visitor-related safety risks and nearshore resource strain at priority Maui beaches by piloting a condition-responsive guidance system that translates ocean safety, environmental, and cultural signals into clear, timely visitor direction during periods of elevated risk or ecological sensitivity.

Justification: Across Maui, residents, cultural practitioners, and safety professionals described chronic pressure on nearshore environments and visitor safety risks driven by continuous use, limited situational awareness, and a lack of clear guidance when conditions change. These concerns are especially acute during high surf events, seasonal ocean conditions, peak visitation periods, and times of acute ecological sensitivity, when unmanaged access can increase rescues, resource damage, and community frustration.

Stakeholders emphasized the need for more responsive, culturally grounded ways to signal when beaches and nearshore areas are under strain. A condition-responsive guidance system can shape visitor behavior during high-impact moments (e.g., redirecting use, encouraging restraint, and improving safety) through coordinated translation of existing safety, environmental, and community signals into visitor-facing guidance delivered at key visitor touchpoints.

Anticipated deliverables:

- A documented condition-responsive guidance framework identifying triggers, guidance categories, and activation protocols
- Pilot deployment of visitor guidance at priority nearshore areas during high-impact periods
- Engagement of at least two major visitor information distribution channels (e.g., accommodations, rental cars, digital geotargeting)
- Summary documenting lessons learned, feasibility, and recommendations for refinement

Intended outcomes:

- Improved visitor safety during hazardous ocean conditions
- Reduced pressure on nearshore environments during periods of heightened ecological sensitivity
- Greater visitor awareness that ocean access is condition-dependent and place-specific
- Increased alignment between community concerns, safety realities, and visitor behavior
- A scalable model for adaptive, non-regulatory nearshore destination management

IW-3: ENGAGE RESIDENTS IN ONGOING DMAP MANAGEMENT UPDATES & DIALOGUE

IW-3

Management Strategy: Center Community Well-Being & Shared Benefit



Goal: Maintain a clear, regular communication and engagement cycle that keeps Maui residents informed about DMAP implementation and provides regular opportunities for dialogue, feedback, and place-based insight across the island's regions.

Justification: Residents repeatedly emphasized the need for clear, reliable communication about DMAP and destination management beyond the planning phase. Participants expressed a desire to know what actions are underway, how decisions are being made, and how community observations continue to inform management as conditions evolve, particularly across a breadth of regions experiencing different types and intensities of visitor pressure.

An ongoing communications and engagement cycle strengthens transparency, maintains agency awareness of on-the-ground conditions, and enables two-way exchange between communities and implementing partners. By combining regionally distributed in-person engagement with regular digital updates and virtual engagement opportunities, this action ensures DMAP implementation remains responsive, grounded in lived experience, and accountable to Maui residents over time.

Anticipated deliverables:

- A publicly available engagement calendar outlining in-person, virtual, and digital engagement opportunities
- Regular in-person regional engagements each year across Maui
- Regular digital DMAP updates distributed through HTA channels
- Published summaries of engagement activities
- Compiled community feedback themes shared internally to inform implementation

Intended outcomes:

- Strengthened trust and *pilina* (connection) between residents and management partners
- Clearer resident visibility into DMAP actions, progress, and constraints
- Effective two-way communication, allowing ongoing community insight to inform implementation
- Improved responsiveness to region-specific conditions and concerns
- Consistent communication that supports long-term collaboration throughout the DMAP period

4. *He inoa nēia nou*
E Maui nui o Kama
Ha'aheo 'oe i ka roselani
E ō mai i kou inoa

EIA IHOLA NŌ KA PUANA O IA MELE NEI. E NĀNEA MAI.

Ma Wai 'Ehā

A SONG TALKING OF MAUI'S WATERS BY ALICE NAMAKELUA
ORIGINALLY WRITTEN IN 1940 FOR THE KAMEHAMEHA DAY CELEBRATION IN HONOLULU

*E Maui nui o Kama
'Āina ua kaulana
O ka heke i'ō no 'oe
Ua lohe 'ia 'a puni ka honua*

Great Maui of Kama
Famous land
You are truly superior
Heard around the earth

*'Āina 'oe ua wehi
Ua 'ohu e ka roselani
He pua ho'i nāu e lei
A e ha'aheo mau ai 'oe*

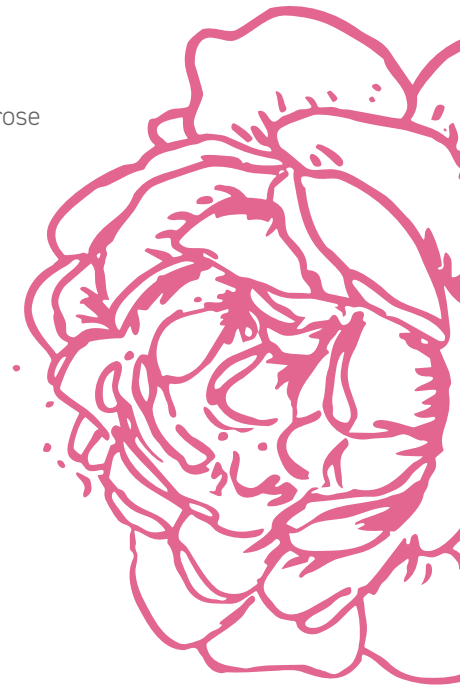
You are the land adorned
Adorned by the rose
A flower for you to wear as an adornment
And continue to wear in pride

*Kaulana nā wai 'ehā
He puana he inoa he ha'ina
Waikapū, Wailuku, Waiehu
A'ō Waihe'e iho ia wai*

Famous are the four waters
A refrain, a name, an answer
Waikapū, Wailuku, Waiehu
Water descends in Waihee

*He inoa nēia nou
E Maui nui o Kama
Ha'aheo 'oe i ka roselani
E ō mai i kou inoa*

This is a name chant for you
Great Maui of Kama
You are cherished with pride because of the rose
Reply to your name



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GLOSSARY

Average Daily Census:

The average number of visitors present in Hawai‘i on any given day.

Average Length of Stay:

The average number of days visitors spend in Hawai‘i, including both the day of arrival and the day of departure.

Community Benefit:

Positive outcomes for local communities resulting from tourism, which may include economic opportunity, reinvestment in infrastructure and public spaces, cultural preservation, environmental stewardship, and improvements to residents’ quality of life.

Community-Led Stewardship:

An approach to caring for and managing places in which local communities, cultural practitioners, and lineal descendants play a leading role in protecting natural resources, cultural sites, and community well-being.

De Facto Population:

The total number of people present in a place at a given time, including both residents and visitors.

Destination Management:

The coordinated planning and management of tourism in a place to address impacts, protect resources, and improve experiences for residents and visitors through collaboration among government agencies, communities, and industry partners.

Destination Marketing Organization (DMO):

An organization that promotes and supports travel to a specific destination through marketing, visitor information, and industry coordination.

Destination Stewardship:

The shared responsibility of caring for a place so that it can thrive for future generations. While *destination management* focuses on planning and coordination, destination stewardship emphasizes collective care and long-term *kuleana* for the place itself.

Hotspot:

A location where visitor use and tourism-related pressure are concentrated and where targeted management actions are prioritized.

Lineal Descendant:

A person who can trace direct family ancestry to individuals historically connected to a particular place or *‘āina*. In Hawai‘i, lineal descendants often maintain genealogical, cultural, and familial ties to specific lands, waters, and resources, and their perspectives are important in decisions related to stewardship, cultural practice, and place-based management.

Managed Access:

Strategies used to regulate how people enter or use a site in order to protect resources and improve visitor experience. Examples may include reservation systems, permits, transportation controls, or timed entry.

Mobility Hub:

A location where multiple transportation options connect (e.g., shuttles, buses, bicycles, walking routes) allowing visitors and residents to move between destinations more efficiently.

Multimodal Transportation:

A transportation approach that integrates multiple forms of travel, such as walking, bicycling, buses, shuttles, and private vehicles, to improve mobility and reduce congestion.

Per-Person Per-Day Spending:

The average amount of money spent by a visitor per day during their stay in Hawai'i.

Place-Based Management:

An approach to destination management that tailors strategies and actions to the specific conditions, culture, and needs of a particular community, *‘āina*, or site.

Priority Hotspot:

A hotspot selected for focused management action during the current DMAP implementation cycle.

Regenerative Tourism:

An approach to tourism that seeks to restore, strengthen, and sustain the environmental, cultural, and community systems of a place. Regenerative tourism goes beyond minimizing negative impacts by supporting activities and partnerships that help communities and ecosystems thrive over time.

Resident Sentiment:

Public attitudes and perceptions among residents regarding tourism and its impacts on their community and family system.

Site of Opportunity:

A location where visitor activity may be encouraged or better supported in order to distribute visitation more evenly and reduce pressure on heavily impacted sites.

Site Under Strain:

A location where strain is occurring due to visitor use, infrastructure limitations, environmental sensitivity, or other pressures. This designation may also apply where any level of visitor activity occurs in areas where public access is restricted or inappropriate.

Stakeholder:

An individual, organization, or group with an interest in or connection to tourism and its impacts in a particular place. In the DMAP context, stakeholders include residents, community organizations, cultural practitioners, lineal descendants, businesses, industry representatives, government agencies, and other partners involved in destination management and stewardship.

Strain:

Pressure affecting a place, resource, or community that may arise from visitor use, infrastructure limitations, environmental conditions, or other factors. In the DMAP context, strain may also occur when visitor activities or access take place in areas where said access is restricted or prohibited, including unsafe, culturally sensitive, or environmentally protected locations.

Transient Accommodations Tax (TAT):

A tax applied to short-term visitor accommodations such as hotels and vacation rentals. In Hawai‘i, the TAT is collected by both the State and counties, with the State currently levying an 11 percent tax and each county collecting an additional 3 percent.

Visitor:

An out-of-state traveler who stays in Hawai‘i for at least one night but less than one year.

Visitor Education and Post-Arrival Marketing (VEPAM):

An HTA program focused on marketing to and educating visitors after they arrive in the islands, including information about appropriate activities, experiences, and responsible behavior that supports cultural, community, and environmental stewardship.

Visitor Orientation:

Information provided to visitors before or during their trip to help them understand local conditions, cultural and environmental context, safety considerations, and guidance for respectful and responsible behavior.

Wayfinding:

Signage, maps, and other navigation tools that help people understand where they are and how to move through a place safely and efficiently.



ACRONYMS & ABBREVIATIONS

State Agencies

DAR: Division of Aquatic Resources (DLNR)
DBEDT: Department of Business, Economic Development & Tourism
DLNR: Department of Land and Natural Resources
DOBOR: Division of Boating and Ocean Recreation (DLNR)
DOFAW: Division of Forestry and Wildlife (DLNR)
HDOT: Hawai'i Department of Transportation
HTA: Hawai'i Tourism Authority

County of Maui

DPR: Department of Parks and Recreation
DPW: Department of Public Works
MDOT: Maui County Department of Transportation
OED: Office of Economic Development

Locations in Action IDs

HB: Honolulu Bay
HH: Hāna Highway
IW: Island-Wide (referring to an Island-Wide Action within the DMAP framework)
KP: Kaupō

Other Acronyms & Terms

DMAP: Destination Management Action Plan
DMO: Destination Marketing Organization
FY: Fiscal Year
TAT: Transient Accommodations Tax
VEPAM: Visitor Education and Post-Arrival Marketing

Appendices



APPENDIX A:

DMAP ENGAGEMENT SCHEDULE

The development of this DMAP included multiple rounds of engagement with community members, industry representatives, government agencies, and the island Advisory Group. These engagements helped identify sites under strain, refine emerging themes, and shape the strategies and actions included in the plan.

Advisory Group Meetings

The island Advisory Group provided ongoing guidance throughout the DMAP development process, helping review emerging themes, identify sites under strain, and refine draft actions:

- August 14, 2025
- August 21, 2025
- October 17, 2025
- December 10, 2025
- March 23, 2026

Community Engagement

Community engagement focused on understanding how tourism is experienced in daily life across Maui and identifying locations where tourism-related strain is most visible.

Initial Virtual Engagement

- **August 11, 2025**

Initial session conducted to gather insights for both the DMAP and the HTA Strategic Plan.

In-Person Community Input Session

Facilitated sessions held in multiple communities focused on themes that emerged early in the process:

- **October 11, 2025: Kaupō Community Session**
- **October 14, 2025: Hāna Community Session**
- **October 15, 2025: Kahului Community Session**
- **October 16, 2025: Lahaina Community Session**
- **October 25, 2025: Ke‘anae Community Session**
- **November 12, 2025: Ha‘ikū Community Session**
- **November 12 & November 17, 2025: Kihei Community Sessions**

At these sessions, participants discussed recurring concerns including:

- hotspots and access
- natural resources
- visitor education
- building *pilina* (connection) between HTA and residents

These discussions helped further identify sites under strain and clarify desired outcomes for destination management.

Draft Review Sessions

- **February 18, 2026: Virtual Draft DMAP Review Session**

Session to present the draft DMAP and gather feedback on proposed strategies and actions.

Industry Engagement

Industry engagement focused on understanding operational realities, sector perspectives, and the role businesses play in destination management.

- **August 7, 2025: Virtual Industry Input Session**

Session conducted to gather *mana'o* (insight) from visitor industry representatives for both the DMAP and the HTA Strategic Plan.

- **September 22, 2025: Industry Engagement Session at the HTA Tourism Conference**

Facilitated discussions across six sector groupings:

- accommodations and lodging
- tours and activities
- transportation and access
- food, retail, and events
- marketing, media, and travel trade
- community and cultural stewardship partners

These discussions helped identify practical opportunities for industry participation in destination management.

Public Comment Period: February 2026

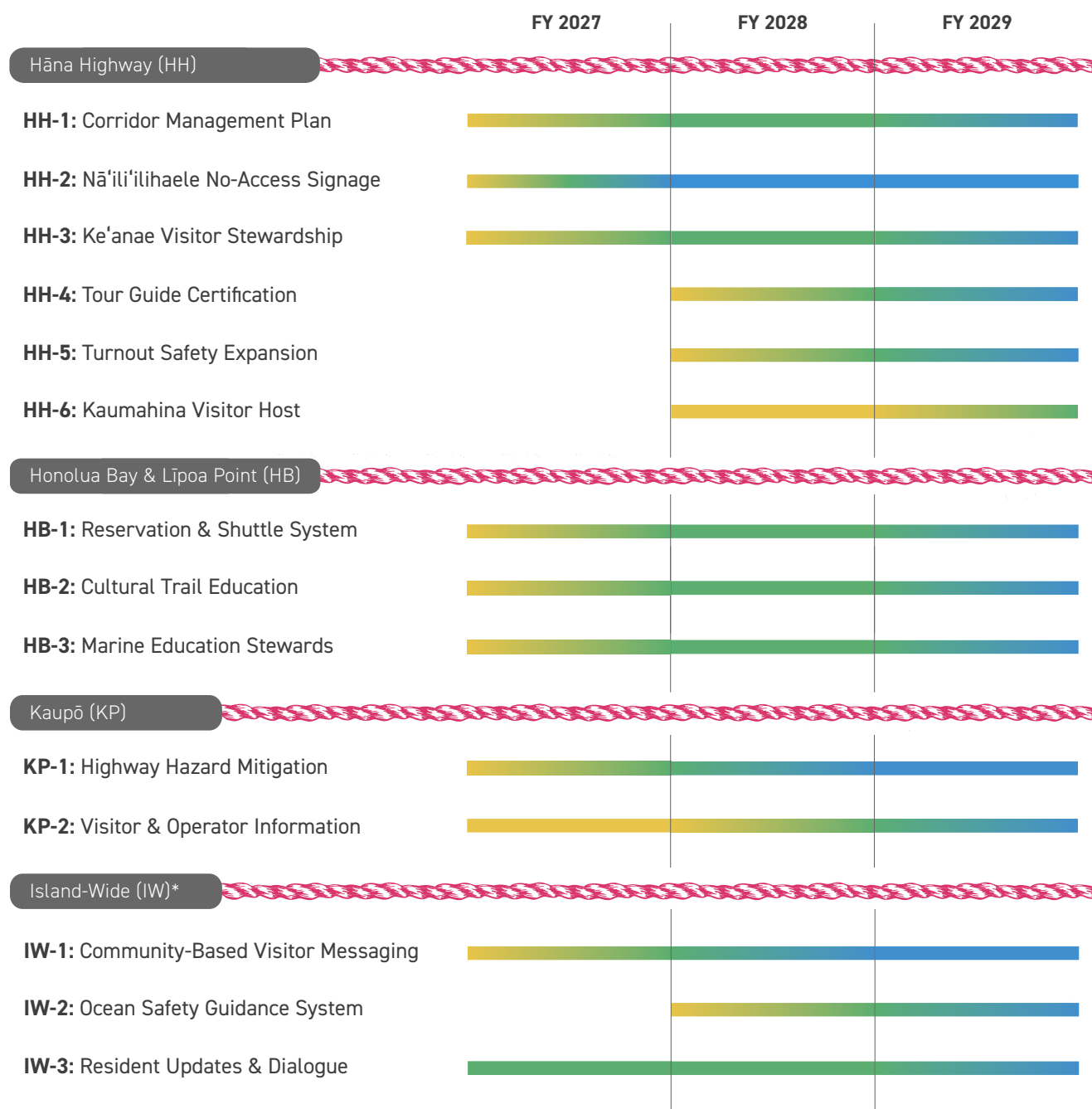
An online commentary portal was made available on the HTA website to gather additional feedback from community members, industry participants, and other stakeholders on the draft DMAP.

Agency and Partner Coordination

Throughout the planning process, HTA Destination Managers and other HTA staff engaged regularly with State and County agencies, 'āina-based stewardship organizations, and other partners. These conversations helped clarify agency roles, operational realities, and potential pathways for collaboration in implementing proposed actions.

APPENDIX B: THREE-YEAR IMPLEMENTATION TIMELINE

■ Procurement / Planning ■ Implementation / Execution ■ Refinement / Review



*Timeline for Island-Wide Actions (IW) has not been determined. Estimates provided.

APPENDIX C:

ADDITIONAL OPPORTUNITIES IDENTIFIED THROUGH STAKEHOLDER ENGAGEMENT

The DMAP identifies a set of priority actions that HTA and its partners will work to advance during the 2026–2028 DMAP implementation cycle. During engagement, however, stakeholders raised a wide range of additional issues, opportunities, and site-specific concerns related to destination management on Maui.

Given the breadth of topics raised and the practical limits of available resources, it is not possible for every idea or site identified to be translated into a formal DMAP action for the 2026–2028 implementation cycle. Many items relate to *kuleana* held entirely by other State and County agencies, while others may benefit from additional coordination, research, or feasibility assessment before specific actions can be defined.

Documenting these perspectives nonetheless helps ensure that stakeholder input gathered through the DMAP process remains visible and available to inform ongoing dialogue, coordination, and management efforts across all partners involved in caring for Maui as a home and visitor destination.

Opportunities identified through engagement fall into three categories:

1. Agency Opportunities

Areas of progress identified through stakeholder input that fall fully within the responsibilities of other State and County agencies. These are recommended for further consideration.

Examples include:

- **Department of Land and Natural Resources (DLNR):** Increase enforcement presence and oversight of commercial and recreational ocean activity along the West Maui corridor to address marine impacts, user conflict, and unmanaged use
- **County of Maui (Public Works + Police Department):** Strengthen enforcement of unsafe stopping, trespassing, and illegal access along the Hāna Highway corridor
- **County of Maui (Office of Economic Development):** Develop additional programs to support displaced Lāhainā-based entrepreneurs, artisans, and cultural practitioners, including integration into visitor-facing retail and experience spaces

2. Ongoing HTA Exploration

Topics raised during stakeholder engagement that HTA will continue exploring as partnerships, research, and planning efforts help shape potential future initiatives. These are recommended for continued exploration as opportunities evolve.

Examples include:

- **Increasing economic benefit to Hāna** from existing visitor pass-through by working with the community to capture value from corridor travel without increasing visitation in town
- **Reducing site exposure driven by social media** through strategies that limit promotion of unsafe or unmanaged locations and redirect demand toward appropriate sites
- **Strengthening how ocean safety and natural resource messaging reaches visitors** across pre-arrival, in-transit, and on-island touchpoints to better influence behavior

3. Policy Considerations

Broader policy issues and community concerns that influence tourism, destination management, and community conditions but fall outside the scope of DMAP implementation as they typically require legislative action, statewide policy changes, or decisions by other agencies. These are recommended for further policy dialogue and consideration.

Examples include:

- **Advancing policy frameworks to reduce visitor vehicle dependency** in high-use areas by supporting expanded shuttle systems, multimodal options, and mobility hubs
- **Enabling resident-priority access and site rest periods** (*kapu* or closure models) to protect local use and allow sites to recover from sustained pressure
- **Revising funding eligibility for sanitation infrastructure** (*e.g., composting toilets*), as current classification limits access to funding for rural and stewardship-managed sites

A broader listing of opportunities identified through DMAP stakeholder engagement across all six islands is available on the Hawai'i Tourism Authority website at [HTTPS://HTA.HAWAII.GOV/DMAPS/](https://HTA.HAWAII.GOV/DMAPS/).

APPENDIX D:

OTHER RESOURCES

Department of Business, Economic Development and Tourism: **2024 Annual Visitor Research Report**

<HTTPS://FILES.HAWAII.GOV/DBEDT/VISITOR/VISITOR-RESEARCH/2024-ANNUAL-VISITOR.PDF>

Department of Business, Economic Development and Tourism: **2025 Visitor Plant Inventory**

<HTTPS://FILES.HAWAII.GOV/DBEDT/VISITOR/VISITOR-PLANT/2025VPI.PDF>

Department of Business, Economic Development and Tourism: **Resident Sentiment Surveys**

<HTTPS://DBEDT.HAWAII.GOV/VISITOR/RESIDENT-SENTIMENT-SURVEY-REPORT/>

Hawai'i Tourism Authority: **Visitor Satisfaction & Activity Reports**

<HTTPS://HTA.HAWAII.GOV/VISITOR-SATISFACTION-AND-ACTIVITY/>

Hawai'i Tourism Authority: **Maui Nui Destination Management Action Plan (2021–2023)**

HTTPS://HTA.HAWAII.GOV/WP-CONTENT/UPLOADS/2026/06/HTA_MAUINUI_DMAP_2021-2023.PDF

County of Maui: **Hāna Community Plan**

<HTTPS://WWW.MAUICOUNTY.GOV/DOCUMENTCENTER/VIEW/1710/HANA-COMMUNITY-PLAN-1994?BIDID=>

County of Maui: **Maui Island Plan**

<HTTPS://WWW.MAUICOUNTY.GOV/1503/MAUI-ISLAND-PLAN>

Department of Land & Natural Resources: **Honolua to Honokōhau Management Plan**

<HTTPS://DLNR.HAWAII.GOV/DSP/FILES/2023/02/020323-FINAL-DRAFT-HHMP-WITH-CAP-REDUCED.PDF>

Hawai'i Department of Transportation: **Hāna Belt Road Historic District Preservation Plan Project**

<HTTPS://HIDOT.HAWAII.GOV/HIGHWAYS/FILES/2025/02/APPENDIX-E-VOL.-3.PDF>

Hawai'i Tourism Authority: **Maui County Tourism Industry Strategic Plan**

<HTTPS://WWW.HAWAIIITOURISMAUTHORITY.ORG/MEDIA/5414/MAUI-COUNTY-TOURISM-INDUSTRY-STRATEGIC-PLAN-VOLUME-1.PDF>

Maui Metropolitan Planning Organization: **Hāna Community Pathway Study**

<HTTPS://MAUIMPO.ORG/HANA-COMMUNITY-PATHWAY-STUDY-FINAL-REPORT>

West Maui Community Plan Advisory Committee: **West Maui Community Plan (2022)**

HTTPS://WESTMAUI.WEAREMAUI.ORG/WP-CONTENT/UPLOADS/2026/02/2022-WEST-MAUI-COMMUNITY-PLAN-REV260219_WEB.PDF



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